

TOSEEF ASIF

WordPress Developer

+92 341 6949193 | awanatif048@gmail.com | Johar Town, Lahore, Pakistan

SUMMARY

WordPress Developer with 2.5+ years of experience designing and building 100+ business, e-commerce, and education websites. Skilled in converting Figma designs into pixel-perfect, fully responsive WordPress websites using Elementor, WooCommerce, and ACF, with a strong grasp of on-page SEO (Yoast), speed optimization, and database/server integration. Adapts quickly to modern, AI-assisted development workflows to deliver clean code and faster turnaround. Committed to writing maintainable code and building high-performing, client-ready websites on time, every time.

EXPERIENCE

WordPress Developer — 724.ONE, Johar Town, Lahore

Jun 2024 – Present

- Designed and developed 100+ websites, including WooCommerce, business, education, and fashion sites.
- Built websites end-to-end, including database and server integration.
- Created high-converting, attractive landing pages tailored to client goals.
- Customized WordPress themes and functionality to match client requirements.
- Applied on-page SEO principles and Yoast SEO to improve site visibility.
- Managed and maintained live websites, building several from scratch.
- Ensured full responsiveness across desktop, tablet, and mobile devices.

WordPress Developer — Internship, Model Town, Lahore

Jan 2024 – May 2024

- Completed a hands-on internship focused on WordPress website development and customization.

Accounts Department — Telenor Franchise, College Road, Bhakkar

Sep 2023

- Completed a three-week assignment supporting accounts department operations.

SKILLS

- | | | |
|---------------------|---------------------------------|--|
| • HTML | • WooCommerce | • Basic SEO (Yoast SEO) |
| • CSS | • Shopify | • Website Speed Optimization |
| • JavaScript | • Theme Customization | • Squarespace |
| • WordPress | • Figma to WordPress Conversion | • Square Up |
| • Elementor | • ACF | • AI Tools (ChatGPT, Claude) |
| • Website Migration | | • Graphic Design (Excel, Word, PowerPoint) |

EDUCATION

BS Software Engineering — Gomal University, Dera Ismail Khan

2019 – 2023

CGPA: 3.62 / 4.00 | Final Year Project: Super Market Management System

ICS — Punjab Group of Colleges, Bhakkar

2017 – 2019

Matric — Govt High School Kath, Bhakkar

2015 – 2017

PROJECTS

WordPress Projects

- Digital agency website — [SoftSolutionz](#)
- Roofing and remodeling website — [Roofing RJS](#)
- Home remodeling, flooring, and gutter services website — [R. Flores Gutter Services](#)
- Blog website — [Simplified IT](#)

- Home food delivery website — [Hyper Creole Austin](#)
- Online coaching website — [Clarity Connects](#)
- App landing page website — [SyncRides](#)
- Digital art e-commerce store — [ZMA Digital](#)
- Cosmetics e-commerce website — [L&S Cosmetics](#)
- Ear wax removal services — [Eradicate](#)
- AI Assistants agency — [INUI Agency](#)
- Barber shop website — [Kutz by Joel](#)
- Kunal Insurance Agency — [Kunal Desai](#)
- Roofing, Siding, Gutters & Windows — [Hensey Painting & Powerwashing](#)
- Business investor website — [Emre Yilmaz](#)