

Muhammad Sohaib Hassan

☎ +92-341-3095267 | ✉ sohaibhassan03@gmail.com | 🌐 linkedin.com/in/sohaibhassan15 |

📍 Karachi, Pakistan

WordPress/Shopify developer with 5+ years of experience building fast, responsive, and secure websites and e-commerce stores. Expert in custom themes/plugins, WooCommerce, performance optimization (Core Web Vitals), SEO, and analytics (GA4/GTM). Comfortable owning end-to-end delivery—from information architecture and UI to integrations, security hardening, and ongoing maintenance.

EXPERIENCE

Aimviz (*full-time, on-site*)

Karachi, Pakistan

Senior Executive - WordPress Developer

February 2024 – Present

- Design, develop, and maintain high-performing, responsive WordPress and Shopify sites.
- Define information architecture and navigation for smooth user journeys.
- Manage content updates, plugin governance, and scheduled backups.
- Implement booking and event management systems.
- Optimize performance (code, images, caching) and improve Core Web Vitals.
- Set up GA4/GTM and configure conversion tracking.
- Execute on-page SEO; coordinate off-page initiatives with marketing.
- Customize Shopify themes and manage catalog, inventory, and payment gateways.
- Apply security best practices (SSL, updates, malware scans).

Prodigy Code (*full-time, on-site*)

Karachi, Pakistan

WordPress Developer

August 2023 – February 2024

- Built features and transformed designs into custom themes/plugins.
- Ensured availability, performance, and reliable CMS operations.
- Frontend development with HTML5, CSS3, JavaScript, and jQuery.
- Backend development in PHP; implemented secure auth (email verification) and transactional emails.
- Added a real-time chat feature for instant user communication.

Proton Technologies (*full-time, on-site*)

Karachi, Pakistan

WordPress Developer

September 2022 – August 2023

- Developed features and maintained site architecture and performance.
- Debugged cross-browser issues and ensured consistent styling.
- Consumed REST APIs (JSON/XML) and versioned code with Git/SVN.
- Contributed to PHP backend and theme/plugin development.

Syfytech Tech *(full time)*
Junior WordPress Developer

Karachi, Pakistan
May 2022 – September 2022

- Built and customized WordPress themes & plugins.
- Developed responsive UIs (HTML, CSS, JavaScript) and dynamic PHP features.
- Configured CMS, optimized performance, and applied security best practices.

LeadMatrix Pvt Ltd *(full time)*
PHP Developer

Karachi, Pakistan
November 2021 – May 2022

- Developed dynamic web applications with PHP & MySQL.
- Integrated APIs and collaborated with teams on scalable solutions.

Amco International *(full time)*
WordPress Developer & Power BI Implementer

Karachi, Pakistan
May 2021 – November 2021

- Delivered custom WordPress solutions and data dashboards with Power BI.
- Created ETL workflows and interactive reports for business insights.

Rise Business Solution *(full time)*
WordPress Developer

Karachi, Pakistan
October 2020 – May 2021

- Built and optimized WordPress sites with custom themes/plugins.
- Improved user experience and collaborated with cross-functional teams.

SMA Tech *(full time)*
Web Designer

Karachi, Pakistan
May 2020 – October 2020

- Designed responsive, user-friendly web layouts.
- Delivered front-end solutions with HTML, CSS, and design tools.

TinkerBell Lab *(full time)*
Instructor of Robotics

Karachi, Pakistan
May 2018 – May 2020

- Taught robotics to school students; developed structured curricula.
- Participated in MakeX Robotics Competition (Dubai).

CERTIFICATION

- Power Platform Fundamentals (Microsoft) – 21 September 2021

TECHNICAL SKILLS

- **CMS & E-commerce:** WordPress, WooCommerce, Shopify, Elementor, Gutenberg, WPBakery.
- **Frontend:** HTML5, CSS3, JavaScript, jQuery, Responsive UI.
- **Backend:** PHP, MySQL, REST APIs.
- **Analytics & SEO:** GA4, GTM, On-page SEO, Technical SEO, Schema.
- **Dev/Tools:** Git, Command Line, cPanel, Asana, Trello.
- **Performance & Security:** Caching, Image optimization, Lazy-loading, SSL, Malware scanning.

EDUCATION

Dadabhoy Institute of Higher Education Bachelors in Computer Science (CGPA – 3.30)	Karachi, Pakistan 2016-2018
Aptech Computer Education Diploma in Advance Engineering	Karachi, Pakistan 2016-2018
Karachi University Bachelor of Commerce (Division – Second)	Karachi, Pakistan 2012-2014
Govt. Degree Boys & Girls College SRE-III, Majeed Stadium Intermediate – Pre Engineering (Grade - B)	Karachi, Pakistan 2010-2012
S.M. Public Academy Matriculation – Computer (Grade - A)	Karachi, Pakistan 2008-2010