

FARAN ALI IRFAN

WORDPRESS DEVELOPER | ELEMENTOR PRO | WOOCOMMERCE | SHOPIFY

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PROFESSIONAL SUMMARY

WordPress developer with 3+ years of remote experience delivering 55+ WordPress and Shopify projects, including 50+ WordPress builds and 10 e-commerce websites. Supported 40 international clients and earned repeat work from 10 clients across 6+ industries. Advanced in Elementor Pro, WooCommerce, responsive development, custom HTML, CSS, JavaScript and PHP, hosting operations, performance optimization, and SEO.

TECHNICAL SKILLS

CMS and Commerce: WordPress, Elementor Pro, WooCommerce, Shopify, theme and plugin customization, product and checkout setup

Front End and Code: HTML5, CSS3, JavaScript, PHP, responsive design, mobile optimization, cross-browser compatibility

Hosting and Operations: cPanel, DNS, website migration, backups, security, troubleshooting, maintenance, integrations

Performance and SEO: page-speed improvement, PageSpeed optimization, on-page SEO, Search Console, Google Analytics

CAREER HIGHLIGHTS

55+ WordPress and Shopify projects | 10 e-commerce websites | 40 international clients | 10 repeat clients | 6+ industries

PROFESSIONAL EXPERIENCE

KAFA Consultancy | Dubai, UAE

08/2023 - Present

WordPress Developer | Full-time Remote

- Design, build, and maintain WordPress websites and landing pages for international clients across real estate, fashion, construction, business services, office spaces, and pharmacy sectors, contributing to a career portfolio of 50+ WordPress builds.
- Create responsive Elementor and Elementor Pro layouts, configure WooCommerce stores, and implement theme, plugin, HTML, CSS, JavaScript, and PHP updates.
- Manage hosting and cPanel tasks, DNS configuration, migrations, backups, security, troubleshooting, deployment, and ongoing maintenance.
- Improve website speed, mobile usability, content structure, and on-page SEO to support search visibility and lead-generation goals.

Code Loop Technology | Sargodha, Pakistan

05/2025 - 09/2025

Website Developer | Part-time Remote

- Built and maintained responsive WordPress and Shopify websites for service and e-commerce clients.
- Configured themes, plugins, product catalogs, payment functionality, and business integrations to match client requirements.
- Collaborated with designers and marketers on performance, SEO, usability, content, and post-launch updates.

SELECTED PROJECTS

- safelife-pharmacy.com and health-cptc.com - delivered complex, content-rich WordPress builds for pharmacy and healthcare organizations
- seharaloud.com - built a WooCommerce fragrance store with a responsive product-shopping experience
- kafaconsultancy.com - completed the full WordPress design and development for a consultancy business
- kafaaproperties.com and blackseabusinesscenter.com - created responsive business websites with SEO-focused structure and user journeys

EDUCATION

BS Computer Science | Superior University, Sargodha

Expected 2027

Languages: English | Urdu