

AHMED JAMAL

Senior WordPress Developer | PHP & Full Stack Developer | Technical Team Lead

Lahore, Pakistan | Open to remote roles across Canada, the US, the UK and Europe | Available for EST / EDT and GMT overlap
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PROFESSIONAL SUMMARY

Senior WordPress and PHP developer with 8+ years building custom themes, plugins, WooCommerce stores and Core PHP applications for clients across Canada, the United States and the United Kingdom. Hand-codes every build instead of relying on page builders, and ships sites that score 90+ on Google PageSpeed for both mobile and desktop, including a rebuild that moved a client site from 45/55 to 99/99. Has led development teams of up to 12, mentored juniors and acted as senior technical contact for North American clients. Delivered 35+ fully custom WordPress builds, 17 WooCommerce stores and 15+ Core PHP web applications.

TECHNICAL SKILLS

Languages: PHP 8 (Core PHP, OOP, MVC), JavaScript (ES6), HTML5, CSS3, SQL

WordPress: Custom theme development, custom plugin development, hooks and filters, Gutenberg blocks, ACF and ACF Pro, WooCommerce, WPML, WordPress Multisite, WordPress REST API, WP-CLI

Frontend: React, jQuery, Bootstrap, responsive and cross-browser development, Squarespace, Framer

Backend and Databases: MySQL database design, REST API design and integration, Composer, third-party API integration

Integrations: Stripe, PayPal, Zapier, third-party payment gateways, CRM, marketing and reporting platforms

Performance and Quality: Core Web Vitals (LCP, CLS, INP), Google PageSpeed optimisation, caching, image optimisation, PHPUnit, WordPress Coding Standards (PHPCS), code review, technical SEO

Tools and Workflow: Git and version control, cPanel and server deployment, staging workflows, debugging and bug resolution

Leadership and Delivery: Team leadership (up to 12 developers), mentoring, requirement gathering, client and stakeholder communication, project planning, on-time delivery

PROFESSIONAL EXPERIENCE

Senior Web Developer (WordPress & PHP)

Mar 2025 - Present

OmniVue Marketing, Remote, Canada

- Delivered 12 custom WordPress websites for a Canadian marketing agency, hand-coding bespoke themes and plugins so every site stays fast, secure and easy to maintain.
- Rebuilt the agency website and lifted its Google PageSpeed score from 45 (mobile) and 55 (desktop) to 99 on both.
- Raised NAM Rentals from 35/48 to 92/97 and a large Canadian SaaS client from 32/43 to 85/92 on mobile and desktop PageSpeed, contributing to higher organic traffic, improved Google rankings and increased lead volume on both sites.
- Built and published a suite of five in-house SEO tools (meta description generator, robots.txt generator, lms.txt generator, schema markup generator and SERP snippet preview) that removed repetitive manual work from the team's daily workflow.
- Lead a team of 8, setting technical direction and coding standards and reviewing work to keep custom builds consistent.
- Act as senior technical contact for 5 clients, scoping requirements, setting expectations and reporting through to delivery.
- Own each build across the full stack, from MySQL schema and backend logic to frontend delivery and deployment, and connect client sites to payment, CRM and reporting platforms via REST APIs, including Stripe, PayPal and Zapier.
- Delivered two React front ends and designed four client sites on Squarespace and Framer, broadening the agency's stack beyond custom WordPress.

Senior Web Developer

Dec 2023 - Feb 2025

Ezify SMC Pvt. Ltd., Lahore, Pakistan (serving Canadian and US clients)

- Delivered custom development across 50+ client websites, including 35+ bespoke WordPress builds and 15+ Core PHP and custom web applications, for a client base concentrated in Canada and the United States.
- Built 17 WooCommerce stores end to end, covering product architecture, cart and checkout flows, payment gateway integration and post-launch optimisation, including Deluxe Furniture (deluxefurniture.ca) and Beddora (beddora.ca).
- Delivered WordPress builds that consistently scored 90+ on Google PageSpeed for both mobile and desktop through hand-coded themes, caching and asset optimisation.
- Led and mentored a development team of 12, running code reviews that lifted overall quality and kept releases on schedule.
- Served as senior technical contact for North American clients, scoping requirements, setting expectations and reporting through to final delivery.

- Engineered reusable WordPress plugins and themes built to each client specification, replacing template-driven sites with scalable, maintainable solutions.

Senior Web Developer / Team Lead

Dec 2021 - Nov 2023

Alam Digital, Lahore, Pakistan

- Led a team of 5 developers and directed the build process across 25+ client projects running in parallel.
- Developed custom WordPress websites, plugins and themes alongside Core PHP applications built on an MVC structure, handling both frontend and backend work.
- Acted as the main technical point of contact for clients, translating business goals into practical, working solutions.
- Introduced development standards and code review practices that improved code quality and made delivery far more consistent across the team.

Technical Team Lead (Remote Contract)

Jun 2021 - Nov 2021

HA Constructions Ltd, London, United Kingdom (remote)

- Led a 4-person development team for a London-based organisation on an international remote contract, reporting directly to senior management.
- Designed and built an internal employee management system covering staff records, workflow tracking and day-to-day operational processes for the company.
- Delivered the company website end to end, from requirements gathering through build and final deployment.
- Coordinated the team and shipped every custom solution on schedule throughout the engagement.

PHP and WordPress Developer

Oct 2019 - Jun 2021

The GreatSol, Lahore, Pakistan

- Built and maintained web applications in Core PHP and WordPress, covering both server-side logic and client-facing interfaces.
- Developed responsive interfaces with HTML5, CSS3, JavaScript and Bootstrap, then resolved bugs and performance issues to keep client sites stable.
- Stepped into a leadership role in the final months, managing the team and coordinating project delivery.

Web Developer

Jan 2018 - Oct 2019

TradesOut, Lahore, Pakistan

- Built websites and web applications in Core PHP and WordPress, including the Alphdetch platform, pairing backend logic with responsive HTML5, CSS3, JavaScript and Bootstrap front ends.
- Maintained and updated live client sites, fixing bugs and applying improvements that kept them secure and current.

SELECTED PROJECTS

- OmniVue Marketing (omnivuemarketing.com): Custom WordPress theme and plugin build for a Canadian marketing agency. Google PageSpeed lifted from 45/55 to 99/99 on mobile and desktop.
- Large Canadian SaaS platform: Performance rebuild that moved Google PageSpeed from 32/43 to 85/92 and improved organic rankings and lead volume.
- NAM Rentals (namrentals.com): Custom WordPress rental platform with property browsing and enquiry handling. PageSpeed improved from 35/48 to 92/97, with measurable gains in traffic and enquiries.
- Deluxe Furniture (deluxefurniture.ca) and Beddora (beddora.ca): Custom WooCommerce stores with tailored product architecture, checkout flows and payment gateway integration.
- In-house SEO tool suite (OmniVue Marketing): Five self-built tools covering meta descriptions, robots.txt, llms.txt, schema markup and SERP snippet preview, now used across the agency.
- Internal employee management system (HA Constructions Ltd, London): Custom PHP business application supporting staff records and operational workflows.

EDUCATION

Bachelor of Science in Software Engineering

2019

University of Management & Technology (UMT), Lahore, Pakistan

ADDITIONAL INFORMATION

Languages: English (professional working proficiency), Urdu (native), Punjabi (native)

Availability: Full-time remote roles and contracts, working EST / EDT, US Eastern or GMT hours. Notice period 15 days, negotiable for an earlier start. Open to relocation for a sponsored role.