

MAISAM HAIDER

SENIOR WEB DEVELOPER



CONTACT

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CORE TECHNICAL COMPETENCIES

CMS & E-Commerce: WordPress, Shopify, WooCommerce, Webflow, Wix, Liquid, PHP.

Frontend Development: HTML5, CSS3, JavaScript, Bootstrap, Responsive Design, UI/UX Implementation.

Analytics & Marketing Automation: Google Analytics 4 (GA4), Meta Conversions API / Pixel, HubSpot CRM, Mailchimp.

Tools & Infrastructure: Adobe Illustrator, Photoshop, Ahrefs, cPanel, MySQL, REST APIs, DNS & Server Administration.

LANGUAGES

- English (Fluent)
- Urdu (Native)
- Persian (Native)



PROFILE

Senior Web Developer and CMS Specialist with over 7 years of experience building, customizing, and scaling enterprise WooCommerce, Shopify, and WordPress digital products. Proven track record of architecting 50+ custom e-commerce stores, integrating server-side analytics, and optimizing site architecture for high conversion rates and technical SEO performance. Expert in custom theme development (PHP, Liquid), API automation, and end-to-end DNS/server administration.



PROFESSIONAL EXPERIENCE

Senior Web Developer & E-Commerce Consultant | Independent / Contract

NOV 2023 - PRESENT

- Architect and deliver enterprise e-commerce applications and corporate web platforms using custom WordPress, Shopify, and WooCommerce architectures.
- Engineer custom Liquid templates and PHP functionality for dynamic swatches, complex catalog filtering, and custom checkout flows.
- Handle full server administration, SSH/cPanel operations, DNS routing, and security protocols across multi-domain cloud hosting environments.
- Implement end-to-end data tracking and marketing infrastructure including Meta Conversions API (server-side), GA4, HubSpot, and Mailchimp.

Wavetec

FEB 2022 - NOV 2023

Senior Web Developer

- Designed, developed, and maintained the global enterprise corporate platform (wavetec.com) using a custom WordPress stack.
- Re-architected site templates to improve site load speeds, mobile responsiveness, and core web vitals across international domains.
- Integrated HubSpot CRM automation for automated lead capture, custom webforms, and targeted user journeys.
- Executed technical SEO restructures and content management improvements that enhanced organic search visibility.

Design Oxyll

OCT 2020 - FEB 2022

Web Developer & UI Designer

- Developed custom WordPress themes, landing pages, and high-converting WooCommerce stores tailored to client branding guidelines.
- Translated UI/UX wireframes into responsive, clean code using HTML, CSS, JavaScript, and Bootstrap.
- Performed technical SEO updates, image performance optimization, and cross-browser troubleshooting.



Pakish

JUNE 2019 – JUNE 2020

Web Developer

- Engineered e-commerce and corporate websites utilizing WordPress and WooCommerce.
- Configured payment gateway integrations, shipping modules, and interactive frontend elements to optimize user conversion funnels.
- Conducted routine site maintenance, database optimization, and vulnerability patches across active client sites.



KEY ACHIEVEMENTS

- 50+ E-Commerce Deployments: Built and managed 50+ Shopify and WooCommerce applications with custom theme logic, dynamic swatches, and advanced product filtering.
- Large Catalog Optimization: Architected custom database and catalog structures managing 1,700+ product SKUs with automated inventory workflows.
- Enterprise Customization: Developed bespoke WordPress plugins and custom themes for enterprise clients including Wavetec and Pinnacle Biotech.
- Tracking & Analytics: Integrated advanced server-side data workflows, custom API webhooks, and marketing automation tools across major client sites.



EDUCATION

Master of Science in CSIT

NED University of Engineering and Technology (Karachi)

2020 - 2022

Bachelor of Science in Computer Science

BUIEMS (Quetta)

2014 - 2018



CERTIFICATIONS

HubSpot SEO Certified | HubSpot Academy

HubSpot Email Marketing Certified | HubSpot Academy