

# SAJJAD ALI

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## OBJECTIVE

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Experienced Software Engineer with 7+ years specializing in WordPress and CMS development. I build scalable, user-friendly websites and digital solutions that deliver results. My expertise includes creating custom GoHighLevel (GHL) automations for marketing workflows, lead management, and business processes. I excel at problem-solving, performance optimization, and exploring AI-driven technologies to enhance functionality. Skilled in delivering complete projects from concept to deployment. Currently seeking a full-time position where I can contribute my technical skills and innovative thinking to impactful projects in a collaborative environment.

## EDUCATION

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**BS Software Engineering**, University of Okara 2024 CGPA 3.47  
Relevant Courses: Data Structures and Algorithms, Operating Systems, Computer Networks, Database Management Systems (DBMS), Object-Oriented Programming (OOP), and Software Engineering Principles.

## SKILLS

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**Technical Skills** WordPress Theme Development, WordPress Plugin Development, HTML5, CSS3, JavaScript, jQuery, PHP, MySQL, REST API Integration, Elementor, WPBakery, Gutenberg, Web Performance Optimization, AI-Assisted Development, Prompt Engineering

## EXPERIENCE

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**Full Stack Wordpress and Flutter Developer** Jan 2018  
Company Name *Fiverr, Upwork*

- Delivered 500+ custom WordPress websites for international clients across diverse industries.
- Specialized in theme customization, plugin development, performance optimization, and SEO.
- Built long-term client relationships through quality work, clear communication, and on-time delivery.

**WordPress Developer** Mar 2021 - June 2023  
Company Name *EaseImmigration*

- Built 200+ custom WordPress websites for international clients, boosting engagement and conversions.
- Expanded social media reach and lead generation through strategic account optimization and targeted content.

**Senior WordPress Developer** Oct 2023 - December 2024  
Company Name *Voxfor*

- Increased hosting sales significantly and produced engaging, SEO-optimized blog content using advanced AI tools.
- Built and optimized new website pages with Elementor, improving UX and client conversions.

**Senior WordPress, CMS, and GoHighLevel (GHL) Developer** Jun 2025 - Current  
Company Name *360 Appservices*

- Working as a Senior WordPress and GoHighLevel (GHL) Developer at 360 AppServices, delivering custom websites and marketing automation solutions for diverse clients. Experienced in leveraging premium resources from ThemeForest and Envato Elements to create tailored, high-quality digital solutions.