





Abubakar Naseem

Web Developer | SEO Strategist | Digital Marketing Manager

 Based in Pakistan |  [Portfolio](#) |  work.abubakar.dev@gmail.com |  +92-316-7336413

Professional Summary

Creative and technically skilled WordPress Developer with 5+ years of experience building lightning fast, SEO optimized websites that convert. I specialize in Elementor Pro, WooCommerce, mobile responsiveness, Core Web Vitals, and backend automation. I've worked with global clients (UAE, Australia, USA) and turned complex ideas into clean, scalable solutions. **Looking for a fully remote opportunity starting August 2025.**

Key Highlights:

- Grew organic traffic by 147% for a Dubai client in 3 months
- Increased conversion rate from 0.9% to 3.8% after redesign
- Delivered 40+ websites with 100% client satisfaction

CORE SKILLS

- WordPress Development (Elementor Pro, Bricks, Gutenberg)
- WooCommerce, Custom Checkout
- Speed Optimization & Core Web Vitals
- SEO (On-page, Local, Schema)
- Mobile Responsive UI/UX
- Hosting, cPanel, Domain Setup
- API Integrations
- Google Analytics, Meta Pixel
- CSS, JS, PHP Basics

PROJECT EXPERIENCE

JT Tennis Academy [Link](#)

📍 Dubai, UAE | May 2025 – Jul 2025

Client: Elite Tennis Coaching Institute

Category: Sports Academy Website

Created By: Abubakar Naseem

- Built a high-performance, mobile-first WordPress site with Elementor Pro
- Integrated booking forms, WhatsApp chat, schedules, payments
- Delivered a full admin dashboard for class and finance tracking
- Achieved 95+ PageSpeed score and SEO visibility in Google UAE

TeknixZone – Tech eCommerce Site [Link](#)

📍 UAE | Mar 2025 – May 2025

Client: TeknixZone Electronics

Category: eCommerce, B2B

- Built WooCommerce-based shop for phone accessories
- Custom checkout for international crew shipping
- Integrated live chat, product filtering, and email marketing

Meadows & Springs Tennis Academy [Link](#)

📍 Dubai | Feb 2025 – Mar 2025

Client: Local Tennis School

Category: Education, Coaching

- Created online class scheduler with coach profile filtering
- Integrated Google Reviews + SEO schema
- Improved booking flow and bounce rate with UX revamp

Arabian Ranches Tennis Academy [Link](#)

📍 Dubai | Jan 2025 – Feb 2025

Client: Private Coaching School

Category: Sports

- Delivered bilingual (EN/AR) website
- Setup smart Zelle payment portal for session bookings
- Integrated AI-assisted income tracking sheet

GearHub – Mobile Accessories Store [Link](#)

📍 Pakistan | Nov 2024 – Dec 2024

Client: GearHub Retail

Category: eCommerce

- Created custom product showcase pages
- Integrated local shipping calculator
- Setup Instagram-integrated product reviews

Home Perfect Movers [Link](#)

📍 UAE | Aug 2024 – Oct 2024

Client: Moving & Packing Service

Category: Business Website

- Designed modern lead-capturing landing page
- Added WhatsApp CTA, trust badges, testimonials
- Indexed and SEO-optimized within 7 days

Qaiser Home Maintenance [Link](#)

📍 Sharjah | Jul 2024 – Aug 2024

Client: Repair & Services Company

Category: Local Business

- Built responsive service booking site
- Integrated customer ratings + form database
- Mobile optimized for field technician usage

CERTIFICATIONS

- Harvard CS50 (Computer Science)
- W3Schools Python Developer
- Advanced SEO – Ahrefs Academy
- WordPress Advanced (Udemy 2024)

LANGUAGES

- English
- Urdu

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