



Muhammad Nawaz

Date of birth: 06/10/1997 | **Nationality:** Pakistani | **Address:** Pakistan (Home)

EDUCATION AND TRAINING

09/09/2019 – 09/09/2023 Lahore, Pakistan

BS PUBLIC ADMINISTRATION Virtual University of Pakistan

- Leadership and Team Management
- Organizational Behaviour
- Strategic Planning and Decision-Making
- Project Planning and Policy Implementation
- Computer Applications and Digital Literacy
- Principles of Management
- Governance, Democracy & Society
- Communication and Report Writing

Level in EQF EQF level 5

WORK EXPERIENCE

WORDPRESS DEVELOPER – SELF-EMPLOYED (FREELANCE) – 01/07/2020 – Current

- Designed and developed scalable web applications for startups, SMEs, and enterprise clients.
- Built custom Website solutions using PHP, WordPress, and WooCommerce.
- Integrated payment gateways, CRM systems, AI services, and third-party APIs.
- Designed responsive user interfaces with a strong focus on performance, accessibility, and user experience.
- Led projects from requirements gathering and system architecture to deployment and ongoing maintenance.
- Optimized application performance, security, SEO, and Core Web Vitals.
- Performed website migrations, SSL deployment, malware removal, backup strategies, and security hardening.
- Collaborated with international clients and cross-functional teams using Agile methodologies.
- Mentored junior developers and reviewed code to ensure quality and best practices.

WEB DEVELOPERS – DEVSOUQ TECHNOLOGIES – 01/01/2026 – Current – UNITED STATES

Worked as a Senior WordPress Developer, delivering custom WordPress and WooCommerce solutions for clients across diverse industries. Designed and developed high-performance, conversion-focused websites using Elementor, custom themes, and modern development practices while ensuring scalability, security, responsiveness, and an exceptional user experience.

Led end-to-end project delivery, including Figma/Adobe XD to WordPress development, WooCommerce customization, API integrations, website migrations, performance optimization, SEO implementation, security hardening, and ongoing maintenance. Collaborated with designers, marketers, and stakeholders to build scalable digital solutions, optimize conversion rates, and successfully deliver multiple client projects within deadlines.

Focused on website security, maintenance, and technical support. Managed malware removal, security optimization, SSL configuration, website migrations, and performance improvements for client websites.

● **SKILLS**

Project Management and Team Leadership | Business Strategy and Digital Transformation | Client Relationship Management | International Client Communication | Requirement Analysis and Solution Planning | Team Coordination and Developer Management | Agile Project Management | Product Strategy and Roadmap Planning | Decision Making and Problem Solving | Digital Marketing Strategy | Email Marketing Campaigns | Market Research and Competitor Analysis | WordPress & WooCommerce Development | Team Building and Mentoring | Entrepreneurship | Prompt Engineering for Generative AI Applications | AI Features Integration into Web Applications. | Project Management | Social Media Marketing | Content Marketing | Team Leadership | Strategic Planning

● **DIGITAL SKILLS TEST RESULTS**

 Information and data literacy	ADVANCED	Level 6 / 6
 Communication and collaboration	ADVANCED	Level 6 / 6
 Digital content creation	ADVANCED	Level 6 / 6
 Safety	ADVANCED	Level 5 / 6
 Problem solving	ADVANCED	Level 6 / 6

Results from a [self-assessment](#) based on [The Digital Competence Framework 2.1](#)

● **LANGUAGE SKILLS**

Mother tongue(s): **URDU**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	C2	C2	B2	B2	C2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user