



SAIMA NADEEM

WordPress Developer & Designer

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SUMMARY

Results-driven WordPress Developer and Designer with 3 years of hands-on experience crafting custom, responsive, and conversion-optimized websites across diverse industries. Proven expertise in Elementor and WPBakery page builders, bespoke website design, performance optimization, and delivering client-centric digital solutions.

WORK EXPERIENCE

WordPress Developer & Designer, Enovtec

2023 – Present

Developed and designed custom WordPress websites tailored to client requirements across multiple industries. Specialized in Elementor and WPBakery for building responsive, high-performance websites with optimized user experience.

- Delivered custom WordPress websites for clients across 5+ industries
- Built business, e-commerce, portfolio, and service-based websites
- Designed modern UI layouts aligned with brand identity
- Integrated WooCommerce, payment gateways, and contact forms
- Improved page load speed by up to 60% through caching and optimization
- Improved website SEO structure and mobile responsiveness
- Managed and maintained 10+ live client websites
- Provided ongoing maintenance, updates, and client support

EDUCATION

BS Computer Science

2024–Present

Virtual University

- Currently pursuing a BS in Computer Science with focus on programming, web development, databases, and software engineering.

TECHNICAL SKILLS

- **Core Technologies:** HTML, CSS, JavaScript, PHP, MySQL
- **WordPress Development:** Custom Themes, Plugins, Child Themes, ACF, WooCommerce
- **Page Builders:** Elementor (Advanced), WPBakery, Gutenberg
- **Design & UI/UX:** Responsive Design, Mobile-First Design, UI/UX Best Practices, Figma, Canva
- **SEO & Performance:** On-Page & Off-Page SEO, Backlink Building, Technical SEO, Google Search Console, Yoast SEO, Rank Math
- **Performance Optimization:** Core Web Vitals, Page Speed Optimization, WP Rocket, W3 Total Cache, Image Optimization
- **Soft Skills:** Communication, Problem Solving, Time Management, Team Collaboration