

# Bilawal Bilal

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## SUMMARY

Highly skilled WordPress Website specialist with a comprehensive understanding of WordPress CMS. Demonstrated expertise in responsive design and development, proficient in troubleshooting and bug fixing. Proven track record in optimizing websites for speed and performance, resulting in enhanced user experience and improved search engine rankings. Specialized in E-commerce with Woocommerce, adept at creating and implementing SEO strategies to drive organic traffic and maximize conversions. Knowledgeable in content marketing and its pivotal role in SEO, ensuring cohesive and impactful online presence.

## SKILLS

- Proficiency in WordPress CMS
- Responsive design and development Troubleshooting and Bug Fixing
- Website optimization for speed and performance
- Expertise in E-commerce with Woocommerce
- Creating and implementing SEO strategies
- Content Marketing and its Role in SEO

## PROJECTS

### Blog Website

- Installed WordPress, chose a suitable theme, and customized it for a unique design.
- Installed essential plugins for functionality, SEO, security, and analytics.
- Customized branding with a captivating logo, color scheme, and fonts.
- Created and managed engaging content using the WordPress editor and organized it into categories.
- Optimized content for SEO, including meta tags, headings, URLs, and keyword research.

### Portfolio Website

- Defined purpose and goals.
- Created visually appealing design.
- Curated best work for portfolio.
- Implemented clear navigation and organization.
- Included testimonials and contact information.

### Ecommerce Website

- Curated high-quality clothing items.
- Designed user-friendly website.
- Integrated secure payment system.
- Created compelling product descriptions and imagery.
- Implemented effective marketing strategies.

## EXPERIENCE

UpWork  
Wordpress Developer (Freelance)

2022-Present

- Successfully performed WordPress website migrations, ensuring seamless

transition from one hosting environment to another.

- Expertise in WordPress plugin installation and configuration, enhancing website functionality and features.
- Migrated and integrated complex third-party plugins into WordPress websites, improving overall performance and user experience.
- Implemented customizations and optimized plugin settings to meet specific client requirements and goals.
- Provided troubleshooting and support for plugin-related issues, ensuring smooth operation of WordPress websites.

**AFM Space**

2020-2022

**WordPress Developer (Full-Time)**

- Successfully implemented responsive design to optimize websites for all devices.
- Created and managed website content, including pages, blog posts, and multimedia content.
- Conducted website maintenance and troubleshooting, ensuring continuous website functionality and improved performance.
- Optimized websites for search engines using SEO best practices, resulting in increased visibility and organic traffic.
- Managed website security by implementing robust security measures and conducting regular monitoring, ensuring protection against potential threats.

## EDUCATION

Allama Iqbal Open University Islamabad

2018– 2020

**Bachelor of Arts**

- A comprehensive program offering diverse disciplines in the humanities and social sciences. Develops critical thinking, research, and communication skills for careers in education, research, journalism, and public administration.

## CERTIFICATION

**Google Digital Garage**

- Fundamentals of Digital Marketing
- Search Engine optimization Fundamentals