

MISBAH KHALID

misbahkhalid301@gmail.com | +923141668462 | Tariq Road P.E.C.H.S Block2, Karachi Pakistan

PROFESSIONAL SUMMARY

WordPress & Ecommerce Developer with proven expertise in designing, developing, and maintaining responsive Ecommerce websites using WordPress, **Elementor, WooCommerce, and Shopify**. Skilled in delivering user-focused solutions that enhance business growth and online presence. Experienced in executing real-world projects through the **Bano Qabil Incubation Center** and freelance work, including full **website development**, performance **optimization**, and ongoing **maintenance**. Recognized for strong problem-solving skills, attention to detail, and a commitment to continuous professional growth in the digital commerce field.

Top Achievements:

- Designed and delivered fully functional, responsive **Ecommerce websites**, strengthening clients' online presence and improving user engagement.
- Implemented structured **website maintenance** processes including updates, security enhancements, and performance optimization, resulting in improved site stability and reduced downtime.
- Acquired practical industry experience through the **Bano Qabil Incubation Center** and **freelance projects**, applying technical skills to real-world client solutions.

WORK EXPERIENCE

WordPress Developer (Freelance Projects)

Karachi, Pakistan | 06/2025 – Present

- **Designed, developed, and customized WordPress Ecommerce** websites for multiple clients, delivering responsive, user-friendly, and conversion-oriented solutions.
- Implemented **WooCommerce** functionalities including **product listings, checkout flow, and payment gateways**, enhancing online shopping experience and **customer engagement**.
- Conducted ongoing **website maintenance** for client sites, including **plugin updates, database backups, bug fixes, speed optimization, and security enhancements, ensuring consistent performance and minimal downtime**.
- Worked on projects including **Auric Time (Watch Store), Sports Shoes Ecommerce Website, and Klarachic (Fashion Store)**, handling customization, theme adjustments, and ongoing maintenance.

Intern – Alkhidmat Bano Qabil Incubation Center

Karachi, Pakistan | 07/20 – Present

- Assisted senior developers in WordPress and Ecommerce project development, working on live client projects.
- Supported troubleshooting, testing, website optimization, and plugin integration to ensure functionality, speed, and security.
- Maintained project documentation and collaborated with cross-functional teams to streamline workflows and improve project delivery efficiency.

CERTIFICATES

Ecommerce Development Course – Bano Qabil 4.0 Program

PERSONAL PROJECTS

Auric Time (Watch Store)

- Designed and developed a niche online watch store using **WordPress, Elementor, and WooCommerce**.
- Implemented seamless **product showcase, intuitive navigation, and smooth checkout flow**.
- **Optimized site speed and responsiveness**, resulting in increased user engagement and improved conversion rate.

Sports Shoes Ecommerce Website

- Built a dynamic online store for **sports footwear** using **WordPress** and **WooCommerce**.
- Managed structured **product catalogs, category organization, and interactive UI**.
- Conducted **bug fixes, plugin integration, and performance optimization**, improving page load times and overall user experience.

Klarachic (Fashion Store)

- Customized and currently maintaining a fashion **Ecommerce website** using **WordPress, Elementor, WooCommerce, and plugin integrations**.
- Implemented category structuring, **regular updates, security enhancements, and performance optimization**.
- Resulted in enhanced site stability, reduced downtime, and higher customer satisfaction.
- Link: <https://klarachic.com/>

Amerah (Ladies Clothing Store)

- Developed and customized a women's clothing eCommerce website using **WordPress, Elementor, and WooCommerce**.
- Designed elegant layouts with a focus on user-friendly navigation and product presentation.
- Implemented category management, responsive design, and site speed optimization.
- Link: <https://amerahstyles.net/>

Hamdani Plumbing (Service Website)

- Designed and developed a **professional service-based** website using WordPress and Elementor.
- Created a clean layout **highlighting plumbing services, contact details, and inquiry forms**.
- Implemented responsiveness, **SEO optimization**, and speed enhancements for better performance.
- Link: <https://hamdaniplumbing.com/>

GoQuiz (Educational Quiz Website)

- Designed and developed a **multi-subject quiz** platform using **WordPress and Elementor, QuizMaker**.
- Created subject-based quizzes including English, Computer Science, Biology, and Intelligence tests.
- Focused on **responsive design, smooth user navigation, and performance optimization**.
- Link: <https://goquiz.hamdaniplumbing.com/>

Technical Skills

- WordPress Development
- Ecommerce Development
- Web Designing

Education

Associate Degree of Arts (Karachi University)	2022-2025
Intermediate (Board of Intermediate Education Karachi (BIEK))	2019-2022
Matric (P.E.C.H.S Education Foundation School)	End 2019

HOBBIES

- Reading books to gain knowledge and fresh ideas.
- Cooking and trying new recipes.
- Exploring different websites to gather inspiration and new ideas for improving design and layout.