

# AHMAD FRAZ CHISHTI

WordPress Developer | Full-Stack Web Developer

Lahore, Pakistan | +92 300 0076967 | ahmadchishti0055@gmail.com | linkedin.com/in/ahmadchishti | [portfolio.artofcreative.com](https://portfolio.artofcreative.com)

## PROFESSIONAL SUMMARY

---

WordPress and full-stack web developer with web design experience since 2017, specialising in Elementor, WooCommerce, custom plugin development, REST APIs and website operations. Managed 200+ websites at Prime Reach and 40+ at Alpha Digii, and built 70+ websites across these roles, including 10+ WooCommerce stores. Designed and developed 14 custom WordPress software projects (23 plugin packages) covering SEO automation, e-signatures, email campaigns, bookings and multi-site maintenance, plus two personal platforms with 379 published calculators and tools.

## TECHNICAL SKILLS

---

**WordPress:** Custom plugin development, theme development and modification, Elementor / Elementor Pro, Gutenberg and Classic Editor, custom-coded pages, responsive design

**WooCommerce:** Store setup, product catalogues, checkout and order flow customisation, customer accounts, Stripe-compatible payments, product SEO

**Languages & APIs:** PHP, JavaScript, HTML5, CSS3, MySQL / SQL, WordPress REST API, AJAX, webhooks, WP-Cron, third-party API integrations

**Plugin Architecture & Security:** Core / Pro modules, license servers, HMAC and Ed25519 request signing, nonces and capability checks, custom database tables, backups and rollback

**Operations:** cPanel / WHM, Linux / cloud hosting, DNS, SSL, CDN, website migrations, backups, performance optimisation, security hardening, troubleshooting

**SEO & AI:** Technical and on-page SEO, schema markup, Google Search Console, Google Analytics, PageSpeed Insights, OpenAI / Claude / Gemini integrations, AI-assisted automation, MCP-assisted website management

**Design & Productivity:** Figma, Adobe Photoshop, Adobe Illustrator, Google Workspace

## PROFESSIONAL EXPERIENCE

---

**WordPress / Website Developer | Alpha Digii, Lahore, Pakistan | Sep 2026 - Present**

- Manage and maintain 40+ websites; troubleshoot WordPress, theme, plugin and hosting issues.
- Developed 20+ business websites with responsive layouts, Elementor, custom code and integrations.

**Website Designer | Prime Reach, Lahore, Pakistan (On-site) | Jan 2026 - Aug 2026**

- Managed 200+ websites, including content updates, maintenance, technical fixes and performance improvements.
- Created 40+ business websites and 10+ WooCommerce websites; built Elementor pages and e-commerce features.

**WordPress Developer | DanSol, Melbourne, Australia (Remote) | 2023 - 2025**

- Developed business, portfolio, blog, event, membership and non-profit websites for Australian clients.
- Configured WooCommerce stores, hosting, DNS, SSL, migrations, backups, website speed and on-page SEO.

**Freelance WordPress / Web Designer | Independent (Remote) | Until Feb 2026**

- Delivered responsive websites, WordPress customisation, client revisions and ongoing maintenance services.

**Web Designer & Graphic Designer | Smart Digitizing (Remote) | Jan 2017 - Dec 2021**

- Built responsive WordPress websites and designed branding and marketing materials for clients.

## WORDPRESS PLUGIN DEVELOPMENT

---

Designed and developed 14 custom WordPress software projects (23 plugin packages) using PHP, JavaScript, MySQL, WordPress REST APIs, WooCommerce and AI integrations. All packages tested and working.

- **AOC Care Hub + Site Connector:** Agency console to monitor and maintain multiple client WordPress sites: remote plugin and theme updates with snapshots and rollback, security and performance checks, HMAC-signed REST API and optional AI-assisted audits.
- **AOC Pages SEO Suite (Lite, Pro, License Manager):** SEO editor for Elementor, Gutenberg and Classic Editor; AI-assisted suggestions with an approval queue; redirects, schema, sitemaps, bulk optimisation, Search Console and PageSpeed insights; Ed25519-signed licensing.

- **AOC Commerce SEO Suite:** WooCommerce product content generation, spreadsheet-style bulk product manager, CSV import, batch AI processing with OpenAI, Claude and Gemini, restore points and licensed updates.
- **AOC AgrEsign:** Self-hosted e-signature system with private signing links, touch and mouse signatures, signed A4 PDF generation, branded email delivery and domain-bound licensing.
- **MailFlow Command:** SMTP email campaigns with queued sending through WP-Cron, open and click tracking, unsubscribe and suppression lists, IMAP bounce processing and SPF / DKIM / DMARC checks.
- **WP Service Booking:** Multi-step booking with dynamic quotes, real-time availability, recurring visits, WooCommerce / Stripe payments, merchant and provider dashboards, invoices and reports.
- **Restaurant Reservations:** Table booking with capacity rules, server-side overbooking checks, booking status workflow, editable emails and WooCommerce My Account history.
- **AOC Order Desk:** Checkout-free WooCommerce order form with custom fields, postcode delivery rules, order sync, custom statuses, public order tracking and WhatsApp click-to-send.
- **Money Exchange Invoices:** Remittance invoicing with customer and beneficiary records, PDF / JPEG / thermal receipts, QR verification, role-based staff access and AES-256-GCM document encryption.
- **AOC SiteDataExtractor Pro:** Website scanning and migration into editable Elementor pages, brand colour extraction, media import, batch page generation, undo and site handover setup.
- **AOC Content Updater:** Site-wide brand and text replacement across WordPress and Elementor data with variant detection, backups, read-back verification and undo.
- **Pure Reviews:** Review collection and moderation, WhatsApp-export and CSV import, rating summaries, grid and slider shortcodes and automated WooCommerce review requests.
- **AOC Commerce Styling:** Brand-matched WooCommerce My Account and order pages with live order tracking, progress timeline and light / dark modes.
- **Simple Mobile PWA:** Web app manifest, icon generation, service worker caching and Android / iOS install prompts for WordPress websites.

## SELECTED WEBSITE PROJECTS

---

- **WooCommerce stores:** Dallas Terka, Gujju Food Hub, ZHR Beds, Al-Quraysh Supermarket, Flavious Pizza, SafeSan Skincare, Power Plus Herbal, GLEPK.
- **Business and service websites:** McNeese Home Inspections, GG Tiles & Stone Restoration, Integrity Capital Mortgage, Mad Max Academy MMA, Fresh Laundromat, Luxury Balloon Decor, Creative Flooring, Meraki Floors, KL Towing Service, Plush Mental Healthcare, Language Pills, Accelerated Appraisals, Showtime Party Bus Rental and 12 more.
- **Portfolio:** artofcreative.com

## PERSONAL WEB DEVELOPMENT PROJECTS

---

### Calculators Point | [calculatorspoint.net](https://calculatorspoint.net) | 337 published calculators

Built a responsive calculator website covering 13 categories, with a custom admin panel for calculators, blogging, SEO, pages, site settings and scripts.

### SellersNest | [sellersnest.com](https://sellersnest.com) | 42 active tools, 86 published blog posts

Built a responsive online-seller tools platform with a custom dashboard for tools, pages, blog content, SEO, scripts and site management.

## EDUCATION

---

**Master of Computer Science** | The Islamia University of Bahawalpur | 2017 - 2019 | CGPA: 2.95/4.00

## CERTIFICATIONS

---

- Fundamentals of Digital Marketing | Google | 2022
- WordPress | DigiSkills / Virtual University | 2020
- SEO, Digital Marketing and Graphic Design | DigiSkills / Virtual University | 2019 - 2020
- Web Design & Development | National Training Bureau | 2018
- Android Development | NAVTTC | 2018
- Graphic Design (Print Media) | PSDF | 2018

## LANGUAGES

---

Urdu (Native), English (Professional)