

Contact Info.

- 0301-4383259
- umalbaneen023@gmail.com
- Lahore, Pakistan
- umalbaneen023.github.io

Education

2017 - 2021
BS Software Engineering
Govt. College University Faisalabad
CGPA : 3.68

2015 - 2017
FSC - Pre Engineering
Govt. Post Graduate College, SKP

Technical Expertise

- Core WordPress**
- WordPress Core & WooCommerce
 - Custom Theme & Child Theme Development
 - Plugin Development & Customization
 - WordPress REST API & Custom Endpoints
 - Custom Post Types, Taxonomies & Meta Fields

- Page Builders & Editors**
- Elementor, Divi, Thrive
 - Gutenberg (Block Editor) & GenerateBlocks
 - Custom Gutenberg Blocks

- Front-end & Back-end**
- HTML5, CSS3, JavaScript (ES6+), PHP, MySQL
 - AJAX & JSON Handling
 - MySQL Database Design & Optimization

- API & Integrations**
- HubSpot & Zoho CRM Integration
 - Third-Party REST APIs & Webhooks
 - Payment Gateway Integration (Stripe / PayPal)
 - Server & Hosting: Cloudways, Cloudflare, GoDaddy

- Performance & Security**
- Speed Optimization & Core Web Vitals
 - Caching, Image Optimization & Minification
 - WCAG 2.1 Accessibility Standards
 - Semantic HTML & Cross-browser Testing
 - WordPress Security Best Practices
 - Malware Cleanup & Website Hardening

- SEO & Analytics**
- Technical SEO & On-Page SEO
 - Google Search Console, GA4, Ahrefs & Screaming Frog
 - Core Web Vitals Optimization
 - Advance Schema Markup & SEO Plugins

Umal Baneen

Full Stack WordPress Developer

Full Stack WordPress Developer with 5+ years of experience building and optimizing 30+ websites across service, e-commerce, and corporate industries. Specialized in custom WordPress development, Shopify, REST API integrations, CRM automation, and technical SEO. Proven track record of delivering 95+ PageSpeed scores and zero-downtime website migrations.

Experience

- Nov 2019 - Sep 2020**
The Web Concept
WordPress Developer Intern
 - Assisted in customizing WordPress themes to align with client branding and design requirements.
 - Supported the development and customization of WordPress plugins to enhance website functionality.
 - Built responsive WordPress websites optimized across devices.
 - Work on Thrive Builder.
- Jan 2021 - Sep 2021**
The Digitech Resource Group
WordPress Developer
 - Created custom plugins to extend WordPress functionality for client needs.
 - Developed and customized Shopify stores for seamless shopping experiences.
 - Managed product catalogs, variants, categories, and inventory in Shopify.
 - Optimized website speed and Core Web Vitals performance.
- Jan 2022 - continue**
Delawalla Business Services
Full Stack WordPress Developer
 - Developed custom WordPress themes and plugins tailored to client requirements.
 - Optimized website performance to achieve 90-95 Google PageSpeed scores using Core Web Vitals best practices.
 - Integrated HubSpot, Zoho CRM, and third-party REST APIs to automate business workflows.
 - Managed Cloudways, Cloudflare, and GoDaddy hosting, executing zero-downtime website migrations.
 - Implemented Stripe and PayPal payment gateways while ensuring secure and reliable transactions.
 - Conducted technical SEO audits, improved WCAG accessibility, and enhanced website performance using Screaming Frog, Google Search Console, and GA4.

Projects

- Personal Drivers | WordPress | Custom Plugin | Performance Optimization
- Doctor Help | WordPress | Technical SEO
- Tammar | WordPress | WooCommerce
- Stimovers | WordPress | Custom WordPress Plugins
- Eastec | WordPress | Corporate Website, Clean UI