



HABIB ULLAH

WordPress Developer & Digital Solutions
Expert

CONTACT

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Lahore, Pakistan

CORE SKILLS

WordPress Development

Elementor Pro · ACF · CPT UI

WooCommerce

Technical SEO — Rank Math,
SEMrush

HubSpot SEO Certified

Business Consulting

Hosting & DNS Management

Multi-Channel Marketing

CERTIFICATIONS

SEO Certification

HubSpot Academy

EDUCATION

BS — Virtual University of Pakistan

1st Semester (In Progress)

Intermediate — Completed

LANGUAGES

English (Professional)

Urdu (Native)

PROFESSIONAL SUMMARY

WordPress developer and digital solutions expert with hands-on experience building and launching 50+ websites across diverse industries e-commerce, furniture, herbal products, cleaning services, roofing, and AI platforms. HubSpot-certified in SEO, combining technical development with organic growth strategy, business consulting, and multi-channel marketing to deliver complete, results-driven digital solutions.

CORE EXPERTISE

WordPress & CMS: Custom builds across 50+ projects spanning e-commerce, corporate, service & marketplace sites; Elementor Pro; Custom Post Types (CPT UI) & ACF for dynamic content; multilingual site architecture.

E-Commerce: End-to-end WooCommerce store builds — product catalogs, payment gateways, checkout optimization; Meta/X/Pinterest pixel integration & tracking troubleshooting; catalog compliance.

SEO & Growth: HubSpot Academy Certified; technical SEO audits, Rank Math configuration, SEMrush backlink & competitive analysis; built a custom API-integrated SEO audit tool; lms.txt implementation.

Consulting: Founder-level digital strategy; go-to-market planning for multi-sided marketplace platforms; content writing & AI-assisted SEO strategy.

Hosting & Infra: Hostinger server management; DNS configuration & email authentication (SPF/DKIM/DMARC); LiteSpeed Cache optimization & performance troubleshooting.

Marketing: Multi-channel campaigns across Mailchimp, LinkedIn, Pinterest & Quora; cold email outreach systems (Apollo.io, Hunter.io); LinkedIn authority building.

KEY PROJECTS

- [LeadzSoft.co](#) — Full-service digital agency (founder-led) — SEO, web & software development, content writing, business consulting
- [Reflax.org](#) — Verified talent hiring marketplace connecting freelancers, businesses, and HR professionals
- [Ecoxent.com](#) — WooCommerce store for organic herbal products with SEO-driven organic growth
- [GulzarSonsFurniture.com](#) — WooCommerce furniture store with integrated ad-tracking setup
- [Brightgate.ae](#) — Corporate business website for a UAE-based company
- [AiPilot.ai](#) — Product website for an AI-driven platform
- [JmcCleanupServices.au](#) — Service website for an Australian cleaning company
- [AllRoofingCalculators.com](#) — Tool-based, lead-generation website for a roofing business
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