Hamza Naqvi

Senior WordPress and Shopify Developer | Technical SEO

Lahore, Pakistan (Remote, works US hours) | +92 317 4227657 | hamzanaqvi069@gmail.com | linkedin.com/in/hamza-naqvi-299449215 | hamzanaqvi.netlify.app

SUMMARY

WordPress and Shopify developer with 200+ sites delivered since 2020 and hands-on technical SEO for companies in the US, UK and Singapore. Writes custom themes, plugins and Elementor widgets rather than stacking page-builder add-ons, and builds pages that pass Google Ads review and load fast on mobile. Currently runs web and SEO for a UK crypto accounting firm and builds Shopify and WordPress projects for two other remote clients.

SKILLS

- **WordPress:** custom themes and plugins (PHP), Elementor and custom widgets, WooCommerce, ACF, Yoast SEO, LiteSpeed Cache
- **Shopify:** store builds, theme customisation, Shopify connected to Node.js backends
- **Technical SEO:** site audits, Google Search Console, Core Web Vitals, schema markup (FAQPage, Organization), on-page and programmatic SEO, link building, AEO
- **Frontend:** JavaScript (ES6+), React, HTML5, CSS3, Bootstrap, Figma
- **Hosting and ops:** cPanel, Hostinger, SiteGround, GoDaddy, Netlify, DNS, SSL, site migrations
- **Automation:** n8n, OpenAI and Anthropic APIs, Playwright

EXPERIENCE

IT Operations, Web and Digital Marketing Manager | Crypto Accountants, United Kingdom (Remote) | Jul 2025 – Present

- Run technical SEO for the firm's main site with the goal of ranking first for its core term, "crypto accountant": audits, Search Console monitoring, on-page fixes and link building.
- Built and host the WordPress site, community forum and training academy; manage security, updates and uptime.

Associate, WordPress and SEO (contract) | Elite IT Team (Remote) | Oct 2026 – Present

- Leading a site redesign from Figma to WordPress and Elementor, and handling SEO on the live site (Yoast SEO Premium, Core Web Vitals).

Senior Software Engineer (part-time contract) | Tech Goes Global, United States (Remote) | Dec 2025 – Present

- Building the company's Shopify store, connected to a Node.js backend and React dashboard; also own site automation and SEO.

Senior Web Developer | Jome Journey, Singapore (Remote) | Jul 2023 – Present

- Build WordPress landing pages for Singapore property launches that run on Google Ads, as modular Elementor sections with scoped CSS.
- Rebuilt an enquiry site after Google Ads suspended its earlier version; new pages carry developer disclaimers and avoid unverified price and availability claims.
- Add FAQPage schema and check every page on desktop, tablet and mobile before handover.

Freelance WordPress and Shopify Developer | Remote | Sep 2020 – Present

- Delivered 200+ websites for clients in the US, UK, Canada, Singapore and the UAE, including WooCommerce and Shopify stores, speed fixes, hosting migrations and SSL setup.
- Built a commercial WordPress theme with 33 custom Elementor widgets, 20 one-click demo sites, an HTML-to-Elementor converter and a lead inbox with CSV export and webhooks.

Earlier roles: WordPress Developer, Strategic Investments LLC, UAE (Remote), Jul 2023 – Nov 2023 | WordPress Developer, Digicon Valley, Lahore, Jan 2023 – Aug 2023 | Sales Specialist, Corcel, Lahore, Feb 2022 – Dec 2022

SELECTED PROJECTS

Crypto Accountants web platform | cryptoaccountants.live

- WordPress main site plus forum and academy subdomains, with an AI assistant at cryptoaccountants.ai/chat.

RENXW agency site and theme | renxw.org

- Agency website and the in-house WordPress theme used for client builds.

Singapore property landing pages | Jome Journey

- Policy-compliant Google Ads pages with project details, unit mix, location maps, amenity tabs and lead forms.

EDUCATION

BS Software Engineering | The University of Lahore, Pakistan | 2019 – 2023