



# ALI RAZA WEBSITE DEVELOPER



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New City, District & Tehsil  
Kasur



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## ABOUT ME

I am a web developer specializing in building scalable, user-centric digital solutions that strike a strong balance between front-end experience and back-end performance. Utilizing AI-assisted development and modern coding practices, I craft clean, efficient, and reliable systems that support long-term business growth.

## EXPERIENCE

### • 2019 - 2020

Kasur - Pakistan



On-site

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### FRENCO LTD

- Developed 10+ websites across multiple domains, including e-commerce, LMS, corporate, and blog platforms.
- Implemented on-page SEO optimizations for selected real estate websites to improve search visibility and performance.
- Built responsive, user-friendly websites using WordPress and Elementor Pro, ensuring usability and scalability.

### • 2020 - 2021

Lahore - Pakistan



Hybrid

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### COTHM

- Design and develop a comprehensive school website with modules for courses, timetables, and admissions updates.
- Integrate an online admission form with the accounting department for streamlined record management and fee processing.
- Provide hands-on training to two staff members for daily updates related to admissions and college news.
- Implement targeted SEO strategies to improve search engine visibility and rankings within Pakistan.

### • 2021 - 2023

Lahore - Pakistan



On-site

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### SILVER EDGE TECHNOLOGIES

- Developed 5+ websites, including corporate websites, e-commerce platforms, and service-based sites for telemarketing and internet service providers.
- Built scalable, user-friendly websites using WordPress, Elementor Pro Page Builder, and PHP, focusing on performance and maintainability.
- Implemented WooCommerce to provide intuitive e-commerce dashboards, enabling easy product management and updates.

- 2022 - 2024

Ohio - USA



Remote

[Visit Website >](#)

- 2023 - PRESENT

Sydney - Australia



Remote

[Visit Website >](#)

- 2024 - PRESENT

Milano - Italy



Remote

[Visit Website >](#)

## PIONEER CUSTOM BOXES

- Built a corporate website and trained five team members to manage content and daily updates independently.
- Developed a user-friendly packaging website featuring 500+ products with a structured, easy-to-manage catalog.
- Implemented an SEO-friendly dashboard and optimized performance to achieve 90+ scores on GTmetrix and Google PageSpeed.
- Integrated WooCommerce, Tawk.to live chat, and a custom quote request form to improve lead generation and increase sales conversions.

## TELEMARKETING PROFESSIONALS

- Revamped the company website to improve usability, performance, and SEO optimization.
- Developed three websites: two focused on telemarketing and CRM solutions, and one dedicated to fitness training services.
- Integrated Zoho CRM and Zoho SalesIQ to enable real-time lead tracking and live sales engagement.
- Automated lead generation by syncing website forms with Zoho CRM, triggering instant lead creation and personalized autoresponder emails featuring the company profile and key services to drive business growth.

## EM-SGOMBERI & TRASLOCHI

- Revamped the company website to enhance user experience, performance, and SEO effectiveness.
- Developed four websites for a moving and cleaning services company operating in Italy.
- Optimized website speed and implemented on-page SEO strategies to improve visibility in Google search results.
- Delivered fully responsive designs, integrated analytics and tracking tools, added live chat functionality, and ensured full GDPR compliance.

## Personally Developed SaaS Products

- **Etsy Optima:** [Visit Here](#)
- **Free Online Tools:** [Visit Here](#)
- **Smart SEO Tools:** [Visit Here](#)

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## EDUCATION

- 2019-2023

Kasur - Pakistan

- 2017-2019

Kasur - Pakistan

## GOVT. COLLEGE UNIVERSITY, FAISALABAD

- Bachelor of Computer Science      CGPA: 3.37 out of 4

## GOVT. ISLAMIA COLLEGE FOR BOYS

- FSC Pre- Engineering

Marks: 771 out of 1100

Grade: A

## EXPERTISE

- Theme Customization
- Plugin Development
- Elementor Page Builder
- Yoast SEO
- Speed Optimization
- Front-End
- Back-End

## SKILLS SUMMARY



## PORTFOLIO

- Tech Grade
- Quwa Media
- Noha Nabil
- Peace Transportation
- True Food Kitchen
- Core Transport
- Silver Edge Packaging
- Lit Coffee Bar
- Instant Custom Boxes
- Twicsy
- Waynah Properties
- Telemarketing Professionals
- Inspired Fit Chicks
- EM-Sgomberi & Traslochi
- Love Football

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## REFERENCES

Abderr Rehman Khalif (Founder of EM-Sgomberi & Traslochi) [Visit Website >](#)

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