

MUHAMMAD SHOAIB

Senior WordPress & Shopify Engineer | E-commerce Architect | Technical SEO & Performance Specialist

Remote · Pakistan | +92 302 7479574 | muhammad1shoaib@gmail.com | Portfolio: iamshoaib.com

PROFESSIONAL SUMMARY

Senior Web Engineer with 10+ years of experience and 350+ delivered projects across WordPress and Shopify ecosystems, serving agencies, startups, and scaling e-commerce brands. Specialized in custom plugin and theme development, checkout optimization, REST API integrations, and technical SEO implementation that drives measurable performance and conversion gains. Known for turning underperforming sites into fast, stable, revenue-generating platforms — and for making that work maintainable long after handoff.

CORE COMPETENCIES

- Custom WordPress Plugin & Theme Development (PHP, Gutenberg/Block Editor, ACF, WooCommerce)
- Advanced Shopify Theme & Liquid Development (Shopify Plus, Online Store 2.0)
- E-commerce Architecture & Checkout Optimization
- REST API Integrations & Webhooks
- Technical SEO & Core Web Vitals Optimization
- Performance Engineering & Site Speed Optimization
- Conversion Rate Optimization (CRO)
- Agency Collaboration, Client Consulting & Technical Leadership

PROFESSIONAL EXPERIENCE

Senior Web Developer (Freelance / Retainer) — TheMarketingDeptCo

Dec 2022 – Present

- Serve as ongoing freelance technical partner for a marketing agency, architecting and maintaining high-traffic WordPress and Shopify platforms for their client roster.
- Lead performance optimization initiatives targeting Core Web Vitals (LCP, CLS, INP) across multiple client sites.
- Provide technical consultation directly to agency leadership and enterprise clients on scalability and platform strategy.
- Develop advanced custom features and scalable backend systems for growing brands on an as-needed project basis.

Senior Software Developer (Freelance / Retainer) — Mountain Air Marketing

2016 – Present

- Long-standing freelance engagement building scalable WordPress and Shopify websites for international clients.
- Designed custom backend systems and third-party API integrations tailored to client business logic.
- Rebuilt and optimized checkout flows to reduce friction and cart abandonment.
- Authored technical documentation and SOPs so client teams could maintain systems independently after delivery.

Freelance WordPress & Shopify Developer — Independent / Direct Clients

2016 – 2020

- Delivered 350+ custom websites over the course of the freelance career to date, spanning agencies and direct clients.
- Built membership platforms, subscription systems, and digital product funnels from the ground up.
- Implemented technical SEO fixes (site structure, schema, crawlability, page speed) that improved organic search visibility for client sites.

EDUCATION

Bachelor of Computer Science — National University of Sciences and Technology

CERTIFICATIONS

React JS — Udemy

Professional Web & Graphic Design — University of Punjab

COMMUNITY & LEADERSHIP

- Organizer — WordCamp Lahore
- Community Organizer — Facebook Developer Circle