

Hafeez Ur Rehman

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SKILLS

CMS DEVELOPMENT | WordPress • Shopify
CLI SOFTWARE DEVELOPMENT | C/C++
DATABASE DEVELOPMENT | Oracle
FRONT END DEVELOPMENT | JavaScript • HTML • CSS
SOFT SKILLS | Team Management • Problem Solving • Critical Thinking

EXPERIENCE

FIVERR | WordPress, JavaScript, CSS, Prompt Engineering

Freelance WordPress Developer | July 2023, Remote

Hacking Hotels

- **Engaging Landing Page:** Created a captivating landing page that entices users to pre-order the book, featuring an eye-catching countdown timer to build anticipation for the launch date.
- **Compelling Call to Action:** Incorporated a clear and compelling call to action (CTA) prompting visitors to pre-order the book, driving conversions and maximizing pre-launch sales.
- **Persuasive Selling Points:** Highlighted key benefits and unique selling propositions of the book to convince visitors of its value, effectively addressing their needs and interests.
- **Newsletter Subscription Option:** Integrated a newsletter signup form, offering users the opportunity to subscribe and receive weekly tips related to the book's theme or subject matter, fostering long-term engagement and building a community around the content.
- **User-Friendly Experience:** Ensured a seamless user experience throughout the landing page, optimizing navigation, layout, and content presentation to facilitate easy pre-ordering and newsletter signups, ultimately enhancing user satisfaction and conversion rates.

The client was able to achieved a 20% increase in pre-order conversion rates, experienced a 30% growth in newsletter subscribers within the first month, and generated \$105 in pre-order sales within the first week.

Bespoke Print & Embroidery

- **Enhanced Product Page Visuals:** Replaced an annoying image with a Secure Payment Image on the product page, improving trust and credibility for potential customers and enhancing the overall user experience.
- **Streamlined Checkout Process:** Removed excessive fields from the checkout page, simplifying the user journey and reducing friction during the purchase process, leading to higher conversion rates and improved customer satisfaction.
- **Mobile Compatibility Improvement:** Resolved an issue where the Place Order button was not displaying on mobile devices, ensuring seamless functionality across all devices and optimizing the mobile shopping experience for customers.
- **User Experience Optimization:** Implemented changes to prioritize essential elements and eliminate distractions, resulting in a cleaner and more intuitive website layout that enhances usability and encourages higher engagement and conversion rates.

The client was able to observe a 15% increase in product page conversion rates, a reduced checkout abandonment by 20% through field removal, and initiated mobile orders.

DIAMOND DIRECT | Shopify, JavaScript, CSS

Shopify Store Maintainer | Dec 2023, 18th Ave, Block C2 Gulberg III, Lahore s

- **Shopify Store Customization:** Implemented customizations such as a video slider and product carousels on the homepage to enhance user experience and engagement. Also, ensured ongoing maintenance and updates to keep the store running smoothly.
- **Inventory Management:** Managed and expanded the store's product inventory by adding new jewellery items. Oversaw product listings, descriptions, and categorization to contribute to increased product variety and sales opportunities.
- **Enhanced E-commerce Features:** Improved the store's functionality by enabling cash on delivery (COD) payment option.

EDUCATION

IBIT, University of the Punjab
Bachelor of Business & Information Technology
2022 – 2026(Expected) | Lahore

Punjab Group of Colleges
FSc(Pre-Medical)
2020 - 2022 | Kasur

HONORS & AWARDS

Certified WordPress Developer

Feb 2023 | IER, Punjab University

10 Facebook Ads strategies to Make 6-Figures

Mar 2022 | Udemy

COURSEWORK

Introduction to Information Technology
Programming Fundamentals
Digital Logic Design
Object Oriented Programming
Database Systems

INTERESTS

Reading History • Programming