Abdul Samad Patni

WordPress Developer | SEO Specialist

+971 56 563 7653
abdulsamad4works@gmail.com
Dubai - United Arab Emirates

www.abdul-samad.com

PROFESSIONAL SUMMARY

Skilled **WordPress Developer** with hands-on experience in designing, developing, and maintaining responsive and SEO-optimized websites. Proficient in building functional, user-friendly websites using Elementor, WPBakery, WooCommerce, and Divi Builder, ensuring excellent performance, clean structure, and mobile responsiveness.

Strong understanding of **on-page SEO,** website analytics, and performance optimization, with practical experience using tools like Google Tag Manager, Google Analytics, SEMrush, and Yoast SEO to enhance visibility and user engagement. Experienced in integrating payment gateways, automation tools, and product or property listings to create seamless online experiences and efficient workflows.

Committed to delivering high-quality websites that balance design and functionality, I bring a results-oriented approach to every project. My goal is to help businesses strengthen their digital presence through well-optimized, secure, and scalable WordPress solutions.

EXPERIENCE

GREEN ACRES REAL ESTATE (Jul 2024 - Aug 2025) Dubai UAE

WordPress Developer | SEO Specialist

- **Website Development & Maintenance:** Designed, developed, and maintained responsive WordPress websites for company projects, ensuring fast loading speed, clean structure, and seamless functionality across devices.
- **Website Optimization & Functionality:** Improved website structure and on-page elements using Elementor and WPBakery, enhancing site performance, SEO readiness, and user engagement.
- **Custom Component Development:** Created and implemented custom WordPress components and functionalities using PHP and CSS to meet unique design requirements and enhance site features beyond standard plugin capabilities.
- **Property Listings & Backlink Generation:** Managed and updated property listings on the company's WordPress website and leveraged third-party portals (e.g., Bayut, Property Finder, Dubizzle) to generate high-quality backlinks, significantly boosting website authority and local SEO visibility.
- **On-Page SEO & Performance:** Implemented on-page SEO best practices (keyword research, meta tags, heading structure) and utilized tools like Yoast SEO and SEMrush for content optimization and performance monitoring.
- **Plugin & Integration Management:** Installed, configured, and maintained essential WordPress plugins, integrated Google Tag Manager, CRM lead forms, and automation tools to track performance and streamline workflows.

- **Technical Support & Security:** Managed hosting environments via cPanel, handled website backups, SSL certificates, and regular updates to ensure uptime, stability, and data security.

Global Talent Resources (Feb 2023 - Jun 2024) Dubai UAE

WordPress Developer

- **Client Project Development:** Successfully managed and delivered a diverse portfolio of WordPress websites for external clients, ensuring projects were launched on time and met all functional specifications.
- **Project Lifecycle Management:** Managed the end-to-end delivery of diverse client websites, from gathering initial requirements and designing solutions to final quality assurance and launch.
- **Custom Feature Integration:** Implemented custom features and tailored design elements for client websites by writing and modifying code using PHP and CSS to enhance proprietary functions.
- **Website Structure & Optimization:** Designed and optimized website structure, layout, and responsiveness using Elementor and WPBakery, ensuring a high-quality user interface and experience.
- **Plugin & Functionality Setup:** Integrated, configured, and managed essential WordPress plugins to deliver required client functionalities, including forms, galleries, and specialized tools.
- **Technical Maintenance & Support:** Managed client website files, hosting environments via cPanel, and performed regular backups and updates to ensure site stability and security.

MASARRATI IT STUDIO (Mar 2021 – Dec 2022) India

Flutter Developer

- **Mobile Application Development:** Focused on developing and maintaining cross-platform mobile applications for clients using the Dart programming language and the Flutter framework.
- **UI/UX Implementation:** Translated design specifications (from Figma/other tools) into high-fidelity mobile user interfaces, ensuring a smooth and native-like user experience across iOS and Android.
- **API Integration:** Implemented and integrated RESTful APIs to connect mobile applications with back-end services for data retrieval and submission.
- **Code Maintenance & Debugging:** Performed rigorous debugging, testing, and continuous code maintenance to ensure application stability, performance, and functionality.
- **Cross-Platform App Experience:** Gained hands-on experience in mobile development using Dart and Flutter, providing a foundation in modern cross-platform technology.

PROJECTS

● Trinity Real Estate Dubai	● Furniture 99 United Kingdom
● Dhikr.io Dubai UAE	● SRS Consultant Dubai
● Global Talent Resources Dubai	● The Organic Supplies India
● Mecca Payments United States	● Supreme Air Travels India
● Innovative Care Saudi Arabia	● MS Spares India

SKILLS

- Core WordPress Development: WordPress, Elementor (Pro), WPBakery, Divi Builder, Theme & Plugin Customization, Responsive Design
- E-commerce & Industry Expertise: WooCommerce, Shopify, Property Listing Management, Product Listing Optimization, E-commerce Store Setup
- Search Engine Optimization (SEO): Expertise in On-Page SEO, Technical SEO, Keyword Research, Content Optimization, Performance Monitoring
- Analytics & Tracking: Proficient in Google Tag Manager (GTM), Google Analytics, SEMrush, and Yoast SEO for performance tracking, conversion monitoring, and implementing schema integration.
- Payment Integrations & Gateways: Proficient in integrating secure payment gateways such as Razorpay, PayPal, and Stripe, as well as custom payment APIs into websites for seamless transactions.
- Web Technology & Programming: HTML, CSS (Advanced), JavaScript, PHP, MySQL
- Server & Hosting Management: Expertise in cPanel and hosting environment management, ensuring website uptime, stability, and security.
- Automation & CRM: Experience integrating lead forms with CRM systems (Microsoft Dynamics, LeadRat) and utilizing Zapier for automating workflows and lead management.
- System Maintenance: Skilled in troubleshooting website, database, and plugin-related issues; performing system maintenance, security updates, and routine backups.
- Basic App Development Foundation: Exposure to Dart and Flutter for cross-platform application development.

CERTIFICATIONS

- Figma to WordPress: Learn to Design and Build Website - *Issued by Udemy*
- Mastering WordPress: WordPress Development and Monetization - *Issued by Udemy*
- Create your E-Commerce store with Shopify - *Issued by Coursera*

EDUCATION

Osmania University, Hyderabad - *Bachelor of Computer Applications*