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CONTACT

PHONE
+92 0309 24930

EMAIL
shiastasiddique@gmail.com

LOCATION
Rawalpindi, Pakistan

PROFILES

LINKEDIN
linkedin.com/in/shaista-siddique

GITHUB
github.com/gentech930

INSTAGRAM
instagram.com/shaistakhan192

FACEBOOK
facebook.com/shaistakhan192

TECHNICAL SKILLS

Front-End

HTML5 · CSS3 · JavaScript · Bootstrap · Tailwind CSS

WordPress

Themes & Plugins · Elementor · Gutenberg · Customisation

Web Design

Responsive Design · Cross-Browser Compatibility

SEO

On-Page SEO · Technical SEO · Off-Page SEO · SEO Audits · Keyword & Competitor Analysis

CERTIFICATIONS

SEO (Search Engine Optimization)
DigiSkills Training Program · DSTP 3.0, Batch 03
Issued 20 July 2026 · ID: 8KWUY9FMK

WordPress
DigiSkills Training Program · DSTP 3.0, Batch 03
Issued 20 July 2026 · ID: JXY5N6DMK

Verifiable via the official DigiSkills verification portal.

Shaista Siddique

WordPress Developer & SEO Specialist

Responsive websites · WordPress customisation · On-page & technical SEO

PROFESSIONAL SUMMARY

WordPress Developer with several years of hands-on experience designing, developing, customizing, and maintaining responsive websites for business and e-commerce clients. Strong expertise in WordPress, HTML, CSS, JavaScript, responsive design, themes, plugins, and website customization. Experienced in implementing on-page, technical, and off-page SEO practices, conducting website audits, optimizing website performance, and improving search engine visibility.

PROFESSIONAL EXPERIENCE

WordPress Developer & SEO · Freelancer — 2025 – Present

- Design, develop, and customize responsive WordPress websites, landing pages, and e-commerce websites based on client requirements and business objectives.
- Customize WordPress themes, plugins, Elementor layouts, and website functionality to deliver user-friendly, professional web experiences.
- Implement on-page and technical SEO practices to improve website visibility and search performance.
- Conduct website audits to identify SEO, performance, indexing, and usability issues; optimize site structure, metadata, content, internal linking, and page performance.
- Maintain and troubleshoot WordPress websites, resolving technical and functional issues.

WordPress Developer · FullFillKaro — 2024 – 2025

- Built and customized WordPress websites for e-commerce and business clients, developing responsive layouts using WordPress, HTML, CSS, and modern web development practices.
- Customized themes, plugins, and website functionality to project requirements while implementing SEO best practices to improve site structure and search visibility.
- Optimized websites for performance, usability, responsiveness, and overall user experience.

WordPress Developer · Genetech Agency — 2023 – 2024

- Designed and developed responsive WordPress websites based on client requirements, creating and customizing layouts using WordPress, HTML, CSS, and Elementor.
- Conducted website audits to identify SEO, speed, usability, and performance issues.
- Maintained, updated, and optimized WordPress websites to improve functionality, performance, and user experience.

Web Developer · ManiWebsify — 2022 – 2023

- Developed responsive, user-friendly websites according to client requirements, collaborating with team members to deliver high-quality web projects.
- Implemented SEO best practices to improve website structure, usability, and search engine visibility.

SELECTED PROJECTS

EzeeBooks
ezeebooks.co.uk

Genie.pk
genie.pk

Laguna Lang Co
lagunalangco.com

EDUCATION

Bachelor of Science — Rawalpindi Women University, Rawalpindi

Faculty of Science — Army Public Degree College, Karachi

Matriculation — Computer Science — F.G. Public School, Sargodha