

USAMA KHALIL

SENIOR CMS DEVELOPER

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PROFILE

Senior CMS Developer with 5+ years of experience building and managing websites across WordPress, Shopify, Wix, Squarespace, GoHighLevel (GHL), and HubSpot. Skilled in end-to-end delivery — domain purchase, multi-platform hosting setup, SEO-friendly site architecture, and Google indexing. Strong foundation in HTML5, CSS3, JavaScript, PHP, and MySQL, with hands-on experience in API and payment gateway integrations, site migrations, performance optimization, and on-page SEO that consistently drives organic traffic growth.

CORE SKILLS

CMS PLATFORMS

WordPress · Shopify · Wix · Squarespace · GoHighLevel · HubSpot

CRM & AUTOMATION

HubSpot CRM · Marketing Hub · GHL Funnels · Pipelines

DEVELOPMENT

HTML5 · CSS3 · JavaScript · PHP · MySQL

INFRA & SEO

DNS/Hosting · cPanel · Migrations · On-page SEO · Sitemaps

WORK EXPERIENCE

● Senior Web Designer / CMS Developer · Nova 360

Jan 2025 – Present

- ▶ Design, develop, and maintain client websites on WordPress, Shopify, Wix, Squarespace, and GoHighLevel using HTML, PHP, and JavaScript-based tools.
- ▶ Build and manage HubSpot CMS websites, landing pages, and email marketing workflows; configure HubSpot CRM pipelines and automation sequences.
- ▶ Purchase and configure domains, set up multi-hosting environments, and execute website migrations with zero downtime.
- ▶ Set up and maintain MySQL and other databases, ensuring optimal performance and security.
- ▶ Integrate third-party tools, payment gateways, and API-based solutions to extend website functionality.
- ▶ Implement SEO best practices and Google indexing to improve search rankings and organic traffic.

- ▶ Troubleshoot technical issues and optimize site speed and performance across multiple platforms.

● Senior CMS Developer · TaxMagic INC

Jan 2024 – Dec 2024

- ▶ Developed, customized, and maintained client websites on WordPress, Squarespace, Wix, Shopify, and GoHighLevel (GHL), ensuring high performance and a polished user experience.
- ▶ Set up GHL funnels, automations, and client pipelines; supported HubSpot CMS page builds and CRM integration for select clients.
- ▶ Built SEO-friendly, responsive websites and implemented on-page SEO, sitemap setup, and e-commerce integrations to boost conversions and search visibility.
- ▶ Managed databases and server-side configurations, ensuring high-quality, on-time delivery across a diverse client portfolio.

● CMS Developer · Precision Partner

Oct 2023 – 2024

- ▶ Developed and customized websites across WordPress, Squarespace, Wix, and Shopify platforms to meet client requirements and brand guidelines.
- ▶ Worked with HTML, CSS, JavaScript, PHP, and MySQL to build and maintain client sites within budget and deadlines, while troubleshooting day-to-day issues.

● WordPress Developer · Qadirsons

Mar 2022 – 2023

- ▶ Developed and customized WordPress websites using HTML, CSS, JavaScript, and responsive design principles, delivering outstanding user experiences for clients.
- ▶ Collaborated with clients to gather requirements, implement design revisions, and stay current with WordPress trends and best practices.

EDUCATION

- ◆ Bachelor's in Software Engineering — Lincoln University College
- ◆ Advanced Diploma in Software Engineering — Aptech
- ◆ Intermediate in Pre-Engineering — Bahria College

CERTIFICATIONS

- ◆ Fundamentals of Digital Marketing — Google Digital Garage · 2023
- ◆ Proficiency in Information Systems Management — Aptech Pakistan

VOLUNTEERING

- ◆ District West Team Lead — Pakistan Red Crescent Society · 2022–Present
- ◆ District Team Lead — Provincial Disaster Management Authority