

# TAQI BAQAR

## WEB Developer / SaaS Marketer Specialist

Accomplished Web Developer & SaaS Marketer Specialist with a robust background in CMS development, front-end architecture, Functionalities and advanced digital marketing strategies. Proficient in harnessing SEO tactics, optimizing user interfaces to enhanced engagement for business growth and client success.

### Experience

#### • Web Developer (CMS) cum SEO Expert

Digital Dive, Suite no.- 239, Tejasvi Star Business Centre, Oud Metha, Dubai (December 2023 – Present)

##### Responsibilities:

WordPress, Shopify, and CMS Development: Managed client projects, implementing web changes, consulting on functionalities and UI, and delivering custom solutions to enhance website performance and user experience.

Implemented Google Search Console and Facebook Pixel to track and analyze website performance, driving data-driven SEO strategies.

Developed and executed marketing strategies for SaaS products, driving user acquisition and engagement through targeted campaigns and data analysis.

Enhanced website visibility by integrating targeted keywords into blogs and building quality backlinks to improve search engine rankings.

Web Security and Performance: Enhanced website security and speed, managed hosting environments, and configured DNS servers to ensure reliable and optimized web services.

To manage a user guide to help clients understand site features and management of the website to increase visitor satisfaction.

#### • Software Engineer

HashOne Digital, Karachi, Pakistan (March 2022 – November 2023)

##### Responsibilities:

Developed and customized WordPress themes and plugins with PHP, leveraging WordPress hooks to extend core functionality and meet specific project requirements.

Shopify Store Development, Designed and developed custom Shopify stores, integrating themes, and apps to create optimized, user-friendly e-commerce experiences.

Custom Shopify Solutions Utilized Liquid, HTML, CSS, and JavaScript to customize and enhance Shopify themes, implementing tailored solutions to meet client-specific needs and improve store functionality.

Wix Development Leveraged Wix's builder and front-end tools to deliver responsive and visually appealing web applications

Managed domain and hosting services, Utilized cPanel for comprehensive domain management, including DNS configuration, nameserver settings, and FTP access

Developed & Integrated in-house CRMS of internal firm use  
With Test Driven Development

Core Skills of Programming languages (PHP & AVASCRIPT)

Writing Custom PHP packages including frameworks WordPress & WooCommerce.

Created the web pages in XHTML and CSS, to display several of the web app's functionalities.

Experience in web debugging tools (Chrome Inspector, Fiddler debugging tool).

Implemented validation control on the web pages using JavaScript and other frameworks and libraries like JQuery, Gsap, Three.js, Material UI

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### Education

2020-2024

**Virtual University**

Bachelors in computer Science (BsCs)

2017-2020

**Aligarh Institute of Technology AIT**

Diploma in Associate Engineering D.A.E

2011-2013

**Fazaia Degree College FDC**

Matriculation

### Skills

#### Design

(Adobe Photoshop , Adobe Lightroom , Adobe xD , Figma)

#### Ui Usx

(Html , Css , Javascript)

#### Dynamic Data DOM Manipulation

(PHP , Javascript , SQL , XML)

#### Web Animations

(Gsap , Three.js)

#### CMS

(Wordpress , Shopify , Wix)

#### CRM and Operation Management

(Slack , Discord , Salesforce)

## Experience

- **CMS Developer / Front-End Developer**

DG Concepts, Karachi, Pakistan (October 2021 – Present)

**Responsibilities:**

To build websites using WordPress. To implement UI/UX designs. To customize themes to meet clients' requirements.

To provide technical support to clients. To write codes using HTML, CSS, and JavaScript.

To integrate new features into existing websites. To prepare website proposals to present to clients. To work on mobile development projects to expand the company's portfolio into the mobile website development business.

- **UI UX Designer / Image Editor – Operations for Food panda-IBEX GLOBAL**

Virtual World Private Limited (Ibex Global), Karachi, Pakistan (September 2020 – October 2021)

**Responsibilities:**

Crafted intuitive and visually compelling user interfaces, focusing on enhancing user experiences through wireframes, prototypes, and user testing.

- **Front-End Developer**

Total Web Solutions, Karachi, Pakistan (December 2018 – September 2020)

**Responsibilities:**

Develop HTML Layouts

Developing responsive front-end layouts

Handling and customization of WordPress based websites