Personal Portfolio

www.shakeebahmed.com

# Shakeeb Ahmed

#1

PHP

WordPress Fullstack Developer

Shakeeb
Personal Portfolio

# Introduction

I am a senior FullStack WordPress Developer, Consultant and Product Manager, regular Contributor to the community by Open-Source projects, Front-end Fanatic, and an accidental photographer. I've been using WordPress for over ten years, specialised in custom  application development.

I love to create optimized but advanced workflows to produce professional software. Love to dig into the dirty code, clean and optimize it up to create something beautiful. Wake me up to discuss how to name a thing (functions, arguments, options, anything really). I enjoy developing new WordPress themes or plugins to help people build their blogs or sites and recognize the potential open-source platforms has to offer.

**When not working, I am usually out clicking random pictures; some people tell me I am good at it, or writing a bit of poetry which is yet to come out in the open.**

Shakeeb
Personal Portfolio

# My Work, Quantified

**Lines coded**
1,000,000 +
Clean, tested, and production-ready code

**Hours coded**
25,000 +
A decade of hands-on experience

**Projects delivered**
2,700 +
Across agencies, startups, and enterprises

**Coffees consumed**
5,000 +
Fueled by caffeine and passion

**Ideas Turned Into Features**
5,000 +
Unique feature ideas shipped or led

**Bugs Resolved**
7,000 +
Total bugs squashed

**Users Impacted**
5 Millions +
Users using tools/products contributed to

**Commits Pushed**
15,000 +
Shows consistency and collaboration

Shakeeb
Personal Portfolio

# Main Skills

**WordPress**
100%

**PHP & MySQL**
100%

**Theme & Plugin Development**
100%

**WooCommerce**
98%

**HTML/CSS/JavaScript**
98%

**React.js**
90%

**Node.js**
90%

**Python**
65%

**REST API**
98%

**Performance Optimisation**
80%

**Security Best Practices**
80%

**Git & Version Control**
80%

Shakeeb
Personal Portfolio

# Projects

A curated selection of my most impactful work — from award-winning platforms to high-performance web applications. Each project highlights my focus on clean architecture, user experience, and real-world results.

## Advanced Ads

The #1 WordPress plugin in the ad management space with a successful freemium model. I was responsible for refactoring the legacy codebase, maintaining performance, and integrating it with MonetizeMore's monetization stack.

Refactoring | Integration | Monetization

## Rank Math SEO

From concept to one of the top 3 SEO plugins in the WordPress ecosystem, now used by over 1.5 million websites. I led the product from the ground up, with 60% of the standout features being my own innovations.

Growth | Feature Innovation | SEO

## Tights.no

Norway's top eCommerce brand. I optimized the backend architecture to handle millions of monthly pageviews, ensuring high-speed performance and flawless scalability under traffic surges.

Performance | High Traffic | eCommerce

## Tribune.com.pk

As Pakistan's leading digital news platform, it required exceptional backend efficiency. I optimized critical code paths to support millions of daily pageviews with minimal downtime and maximum speed.

Optimization | Real-Time Traffic | Media

Shakeeb
Personal Portfolio

# Experiences

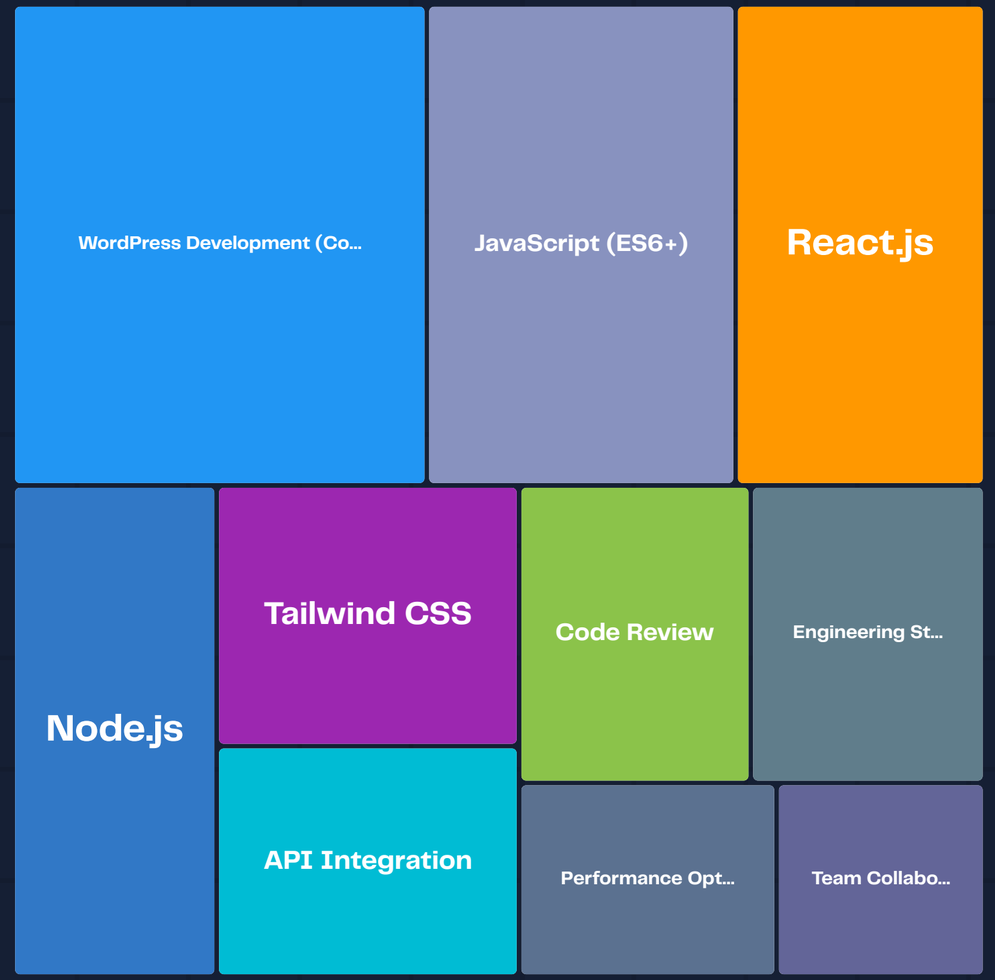
Personal Portfolio

MonetizeMore

# Enginnering Manager

Duration: Oct 2022 - Present

MonetizeMore is a Google Certified Publishing Partner empowering over 1,000 digital publishers—including BoredPanda, Upworthy, and Snopes—with advanced AdTech solutions to maximize ad revenue. The company delivers industry-leading tools and strategies that drive measurable growth in digital publishing.




## Advanced Ads Plugin Management

Lead the development and maintenance of Advanced Ads, the #1 WordPress ad management plugin. Ensure stability, performance, and feature enhancements aligned with publisher needs and monetization goals.

## Platform Integration & Engineering Leadership

Serve as the technical bridge between WordPress and MonetizeMore's proprietary AdTech suite. Lead code review processes, enforce scalable development standards, and align engineering output with broader product and revenue strategies.

www.monetizemore.com

Shakeeb
Personal Portfolio

Netthandelsgruppen

# Lead WooCommerce Manager

Duration: Nov 2020 - May 2023 . 2 yrs 7 mos

Worked as part of the in-house tech team at Netthandelsgruppen AS, driving full-stack development for high-traffic WooCommerce stores like Tights.no and Comfyballs. Contributed to custom backend systems, warehouse automation, and performance optimization. Focused on scalable e-commerce solutions with an emphasis on innovation and user experience.

## Custom Plugin Development

Designed and developed tailored WooCommerce plugins to meet specific business needs, enhance functionality, and integrate with internal systems. Ensured high performance and maintainability in a fast-paced e-commerce environment.

## Code Review and Quality Assurance

Led code reviews to enforce best practices, scalability, and future-proof architecture. Maintained high development standards across the team before production deployments.

www.netthandelsgruppen.no

Personal Portfolio

Rank Math SEO

# Senior Product Manager

Duration: Jan 2018 - Jan 2021 . 3 yrs 1 mos

Rank Math is a powerful, all-in-one SEO plugin for WordPress, trusted by millions of users worldwide. Known as the "Swiss army knife of SEO," it offers a wide range of automation and optimisation features that replace multiple separate tools. As a pioneer in SEO innovation, Rank Math was the first SEO plugin to integrate with both Gutenberg and Elementor.

## Product Leadership and Strategy

Lead the end-to-end development and growth of the Rank Math plugin from concept to market leader. Defined product vision, prioritised features, and ensured alignment with evolving SEO and WordPress trends.

## Frontend Innovation and Ecosystem Integration

Hands-on implementation using React to support Gutenberg and built seamless integration with Elementor—making Rank Math the first SEO plugin to support both page builders. Drove UX improvements and plugin extensibility to meet diverse user needs.

www.rankmath.com

Personal Portfolio

MyThemeShop

# Senior WordPress Manager

Duration: Oct 2016 - Feb 2018 . 1 yrs 5 mos

MyThemeShop is a leading provider of performance-optimized WordPress themes and plugins designed to be clean, fast, and user-friendly. Focused on solving real-world problems for website owners, their products emphasize ease of use, speed, and compatibility across the WordPress ecosystem.

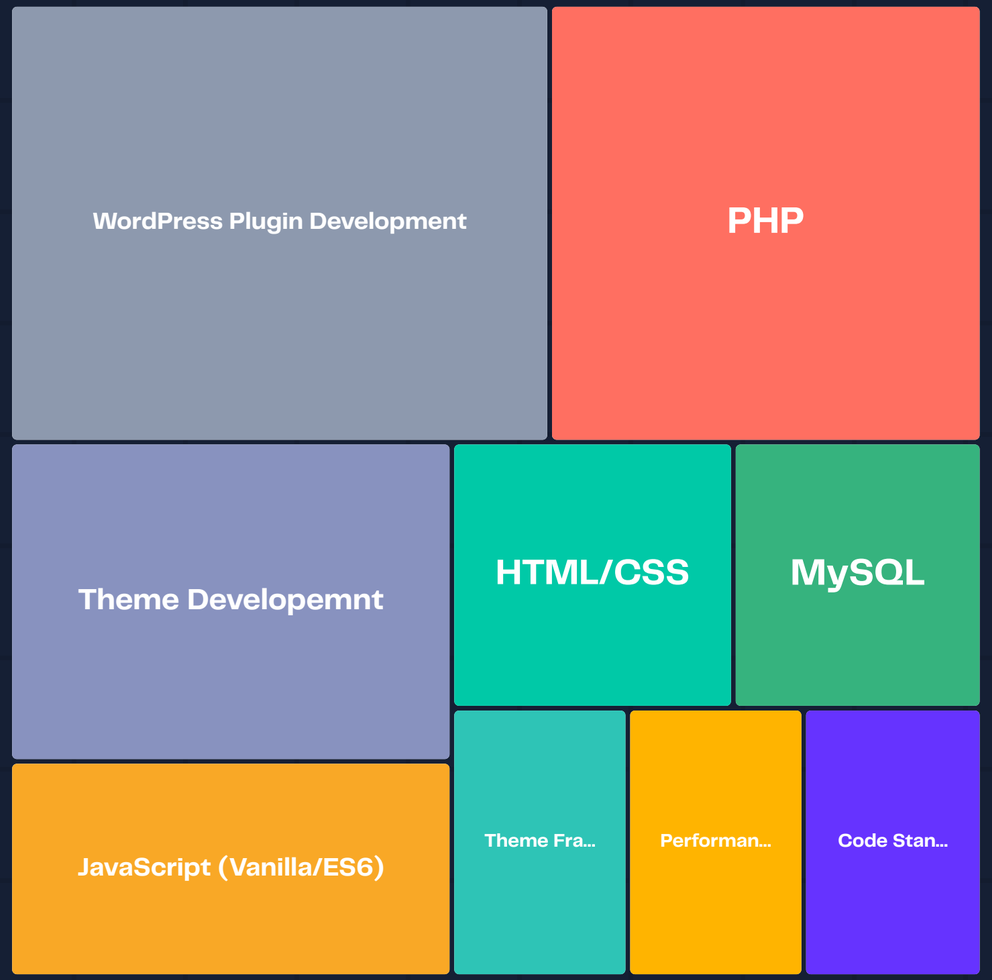
## Plugin and Theme Development

Developed five high-quality WordPress plugins, including the foundation for Rank Math SEO, a major competitor to Yoast. Built two performance-optimized themes and a reusable theme framework from the ground up.

## Fullstack Engineering and Optimization

Handled both frontend and backend tasks, from UI/UX implementation to backend logic and database interaction. Ensured cross-plugin compatibility, scalability, and adherence to WordPress coding standards.

www.mythemeshop.com



Personal Portfolio

10up

# Fullstack WordPress Developer

Duration: Nov 2016 - Apr 2017 . 6 mos

10up is a renowned digital agency crafting enterprise-grade websites and tools for global brands like Microsoft, Google, Disney, and Starbucks. With a strong focus on open source platforms such as WordPress and React, the company blends design, engineering, AI, and strategy to deliver impactful digital experiences.

## Enterprise Tool Development

Worked on internal tools for the European Press Association to streamline editorial and operational workflows. Delivered scalable WordPress-based solutions aligned with enterprise standards.

## Collaborative Engineering

Collaborated with a cross-functional global team to build performant backend systems and custom features tailored to newsroom needs. Ensured quality, maintainability, and security in all code.

www.10up.com

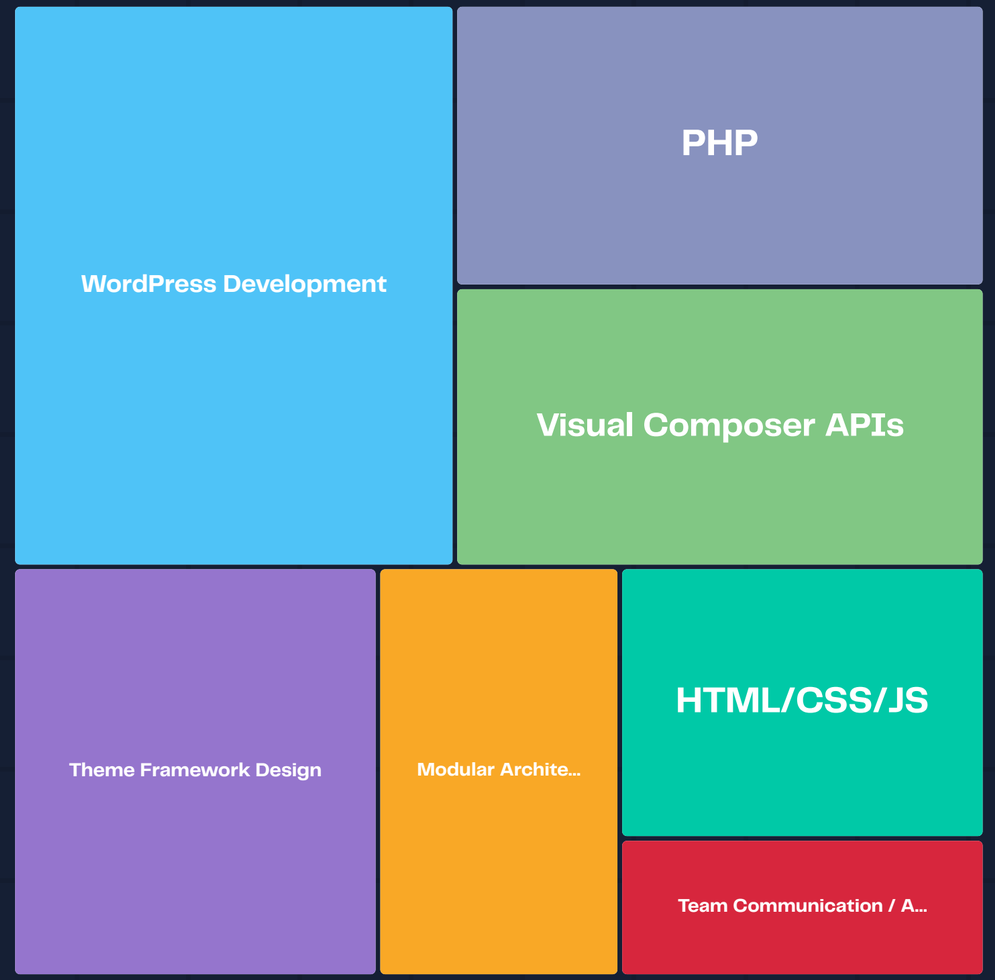
Shakeeb
Personal Portfolio

Themerella

# Lead WordPress Developer

Duration: Nov 2015 - Oct 2016 . 1 yr

ThemeRella is a creative WordPress agency specializing in high-performance themes and UI frameworks tailored for the modern web. Known for elegant design and clean code, the company caters to a global client base through Envato and custom solutions.




## Framework Development

Spearheaded the development of a WordPress theme framework focused on performance, modularity, and coding standards. Enabled developers to create shortcodes with significantly less code (reducing 100+ lines per shortcode).

## Team Leadership and Technical Oversight

Led a team of developers to maintain high-quality output, ensured adherence to WordPress best practices, and introduced reusable components to accelerate feature development cycles.

www.themerella.com

Shakeeb
Personal Portfolio

International Center for Journalists (ICFJ)

# WordPress Consultant

Duration: Nov 2015 - Feb 2016 . 4 mos, Oct 2016 - Dec 2016 . 3 mos

ICFJ is a global nonprofit dedicated to empowering journalists with the skills and tools needed to produce impactful, trustworthy reporting. With programs in over 180 countries, ICFJ fosters investigative journalism that drives societal change and strengthens democracy.

## Partnership Implementation

Worked directly with media houses in Pakistan to ensure seamless content delivery, multilingual support, and engaging digital narratives tailored for local and global audiences.

## Story Platform Development

Collaborated with The Express Media Group to create immersive, WordPress-based storytelling sites. Projects included "For Peshawar"—Pakistan's first digital story nominated for an international award—and "Step into Karachi's Largest Slum", the first VR-integrated story in the country.

www.icfj.org

Shakeeb
Personal Portfolio

SpyroPress

# Product Manager

Duration: Jun 2012 - Dec 2014 . 2 yrs 7 mos

SpyroPress is a WordPress product company focused on developing innovative tools and themes for designers and non-technical users. During my tenure, I led the development of a visual site builder and modular theme framework aimed at speeding up theme creation and democratizing web design.

## Visual Interface Builder & Framework

Led the development of a drag-and-drop visual editor for WordPress, enabling non-technical users to build websites effortlessly. Also engineered a theme framework that significantly reduced the time required to develop new WordPress themes.

## Product Maintenanceand Theme Development

Managed continuous improvements, feature enhancements, and stability of the editor. Developed multiple premium themes using the builder to showcase its capabilities and increase adoption.

www.spyropress.com

Personal Portfolio

The Express Tribune

# WordPress Consultant

Duration: Jan 2014 - Aug 2014 . 8 mos

The Express Tribune is one of Pakistan's leading English-language newspapers, affiliated with The International New York Times. As a WordPress Consultant, I was tasked with optimizing the performance and reliability of their primary digital platform to handle high traffic and critical news delivery.

## Performance Optimisation

Reduced plugin count from 57 to 25, restructured inefficient SQL queries, and refactored a bloated theme codebase—significantly improving uptime and page load speed. These changes addressed frequent site downtime during peak hours.

## Custom Theme Development

Designed and developed multiple high-performance WordPress themes, including an acclaimed election microsite. The site featured a clean UI and an interactive chart system to present real-time results, earning praise from media professionals.

www.tribune.com.pk

Personal Portfolio

EatOye

# UI/UX Manager

Duration: Mar 2013 - Jun 2013 . 4 mos

EatOye was a leading Pakistani food delivery and table booking service, operating in 17 cities with over 1,500 partner restaurants. At its peak, the platform processed thousands of daily orders and held a top 300 Alexa rank in Pakistan. As part of the product team, I led a critical redesign to improve user experience and performance.

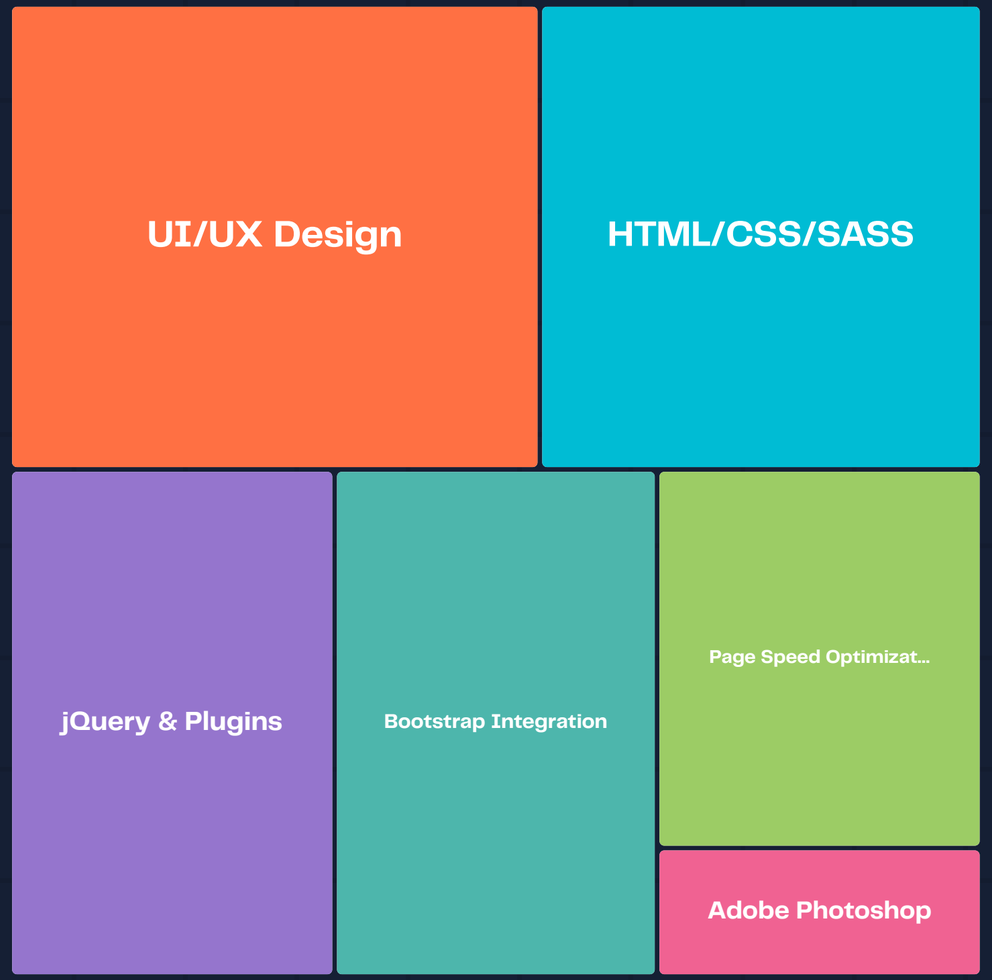
## UI/UX Redesign

Led the end-to-end redesign of the EatOye website, focusing on intuitive navigation, mobile responsiveness, and a seamless ordering flow. Leveraged Bootstrap, HTML/CSS, SASS, and jQuery to deliver a modern, scalable front-end experience.

## Performance Optimisation

Improved page speed and frontend load times using PageSpeed insights and frontend refactoring. Enhanced code efficiency and user experience by optimizing assets and applying responsive best practices.

www.eatoye.pk



Personal Portfolio

Impressive Solutions

# Project Manager

Duration: Jun 2010 - Apr 2012 . 1 yrs 11 mos

Impressive Solutions is a full-service digital agency specialising in custom web development, eCommerce, and social media applications. During my tenure, I led cross-functional teams to successfully deliver over 400 projects for global clients, maintaining a strong focus on quality and client satisfaction.

## Team & Project Management

Led a team of designers and developers, managing full project lifecycles from discovery to deployment. Ensured on-time delivery and top-tier quality across websites, Facebook apps, and CMS-based platforms.

## Client Communication and Delivery Oversight

Acted as the primary liaison between clients and internal teams, aligning business goals with technical execution. Streamlined workflows and reduced miscommunication, enhancing client retention and satisfaction.

www.impressivesol.com

Personal Portfolio

Iqra University

# Senior Web Developer

Duration: Oct 2008 - May 2010 . 1 yrs 8 mos

Iqra University is one of Pakistan's premier private-sector universities, offering globally recognized degree programs across diverse disciplines. With a strong focus on innovation and entrepreneurship, it fosters cutting-edge education supported by modern facilities and academic excellence. It has been ranked as the top business school by the HEC.

## University System & Open Source Integration

Worked on the development of the University Management System using open-source tools like PHP, WordPress, Moodle, and BigBlueButton. Contributed to creating scalable solutions for academic and administrative operations.

## Real Estate Platform Development

Led the backend development and optimization of a Microsoft stack-based real estate platform that earned two CNBC awards in the UAE. Built using C#, ASP.NET, and MSSQL, the system delivered high performance and industry recognition.

www.iqra.edu.pk

Shakeeb
Personal Portfolio

Salsoft Technologies

# ASP.NET Web Developer

Duration: Aug 2007 - Sep 2008 . 1 yrs 2 mos

Salsoft Technologies is a forward-thinking software house focused on delivering innovative, high-performance digital solutions. With a team of specialized professionals, Salsoft serves global clients by blending market research with cutting-edge technology to create scalable digital products.

## Web and Application Development

Developed web applications using C#, ASP.NET, and MsSQL for international clients, ensuring high-quality code and effective communication throughout project cycles. Delivered projects under tight timelines and with full client satisfaction.

## Product Ownership and Automation Tools

Promoted to lead a 2-member team to build a Usenet download manager. Additionally, created marketing automation bots for platforms like MySpace, Facebook, and Orkut, demonstrating initiative and creativity beyond core development.

www.salsoft.net

Shakeeb
Personal Portfolio

# Thank You So Much

Website :
www.shakeebahmed.com

Phone Number :
+90-552-853-1896

Social Media :
@meshakeeb

Email Address :
me@shakeebahmed.com