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Top Skills

Statamic

Laravel

Artificial Intelligence (AI)

Certifications

AWS Academy Graduate - AWS Academy Machine Learning Foundations

Python Developer: Python/Django/Flask/PostgreSQL/MySQL/API

LinkedIn Marketing Solutions Fundamentals

Email Marketing

Publications

Implementation of a Distributed Framework for Permissioned Blockchain-Based Secure Automotive Supply Chain Management

SYED FASEEH UL HASSAN

Full Stack Developer | WordPress, PHP & AI Solutions | Automation, APIs & Scalable Systems | MSc AI & Big Data
Cambridge, England, United Kingdom

Summary

Full Stack Developer with 9+ years of experience (since 2017) building scalable, high-performance digital systems, specialising in WordPress backend development, API integrations, and AI-driven solutions. I design and develop custom WordPress applications, themes, and plugins, with a strong focus on backend architecture, data-driven systems, and performance optimisation. My work goes beyond traditional websites — I build systems such as booking platforms, dynamic pricing engines, admin dashboards, and automation workflows tailored to real business operations. I have experience working with agencies and global clients, delivering solutions across WordPress, PHP, Laravel, and modern CMS platforms such as Statamic. I regularly integrate third-party services and APIs to create efficient, connected ecosystems that improve business processes and user experience. Alongside development, I work with AI and automation, building intelligent workflows and systems that enhance efficiency, decision-making, and scalability. With an MSc in Artificial Intelligence & Big Data, I bring a systems-thinking approach to development — focusing on clean architecture, maintainability, and long-term scalability. Core Expertise: • WordPress (Custom Themes, Plugins & Applications) • PHP & MySQL (Backend Systems) • API Integrations (REST / GraphQL) • Automation & Workflow Development • Laravel & Statamic (Modern CMS & Backend) • Performance Optimisation & Scalable Architecture I enjoy solving complex problems, improving systems, and building high-quality digital products that deliver real business impact. Open to backend WordPress, full stack, and AI-driven development opportunities.

Experience

CBS Automotive

Full Stack Developer (WordPress & AI Systems)

October 2024 - Present (1 year 7 months)

Cambridge

Lead development and optimisation of multiple platforms including cbsautomotive.co.uk (WordPress), shop.cbsautomotive.co.uk (WooCommerce), and cambridgecar.audio (Squarespace), ensuring high performance, scalability, and user experience

Developed and enhanced custom WordPress functionalities, including dynamic pricing systems, booking workflows, and backend content management solutions

Implemented SEO strategies (on-page & technical) resulting in improved search rankings, increased organic traffic, and better site performance

Built and managed Google Ads and Meta Ads campaigns, driving targeted traffic and improving conversion rates

Integrated analytics and tracking systems (GA4, Search Console) to support data-driven decision-making and continuous optimisation

Designed and optimised user journeys and UI components, improving engagement and usability across all platforms

Developed automation workflows and system improvements to streamline internal processes and enhance efficiency

Collaborated with stakeholders, designers, and marketing teams to deliver high-quality digital solutions aligned with business goals

Contributing to a combined digital reach of 10M+ weekly views across social platforms.

Chesamel Group

Senior Web Development Consultant (Freelance)

August 2024 - December 2025 (1 year 5 months)

London Area, United Kingdom

Delivered custom WordPress, Laravel, and Statamic-based solutions for global clients across multiple industries

Built scalable backend systems, API integrations, and CMS architectures using PHP and MySQL

Designed and developed a CMS-driven platform using Statamic (Laravel-based CMS), focusing on scalable architecture and dynamic content management

Contributed to innovation-focused initiatives, including AI and automation-driven solutions

Collaborated with international teams across the UK, USA, and Middle East to deliver high-quality digital solutions

Recently delivered a client project in Qatar focused on system performance optimisation and backend improvements

EQUALITY FOCUS LTD

Student Support Assistant

September 2023 - October 2024 (1 year 2 months)

Cambridge, England, United Kingdom

As a dedicated Student Support Assistant, I play a pivotal role in enhancing the educational experience for students with disabilities. In this dynamic position, I provide invaluable assistance by offering support in various aspects of their academic journey.

My responsibilities include:

- Facilitating note-taking solutions tailored to individual needs, aiding in the seamless location of classes, coordinating smooth campus-to-class transfers, and offering comprehensive support for their overall well-being.

Through proactive collaboration with faculty, campus services, and the students themselves, I ensure a supportive and inclusive environment. This role has not only honed my organizational and communication skills but has also deepened my commitment to fostering an accessible and enriching educational experience for all students.

ARU Temps

Student Ambassador

October 2022 - October 2024 (2 years 1 month)

Cambridge, England, United Kingdom

As a dedicated Student Ambassador at ARU Temps, I actively represented the university in various roles. • Engaged with prospective students during open houses and university events, sharing personal experiences and offering guidance.

- Collaborated with a passionate team of ambassadors, fostering a welcoming environment and facilitating campus tours.
- Developed strong communication and interpersonal skills while addressing inquiries and concerns from diverse audiences.
- Contributed to the vibrant campus community by showcasing the university's offerings and fostering a sense of belonging among students.

Harbor Real Estate

Web Developer and Digital Marketer

September 2021 - October 2024 (3 years 2 months)

Cambridgeshire, England, United Kingdom

- Designed, developed, and maintained visually appealing and user-friendly websites using PHP, WordPress, Laravel, JavaScript, CSS, and HTML.
- Implemented SEO strategies to improve website visibility and drive organic traffic, resulting in a 50% increase in monthly website visitors.
- Executed email marketing campaigns to nurture leads and promote property listings, achieving a 40% increase in email open rates.
- Managed social media advertising campaigns on platforms such as Facebook and Instagram, leading to a 150% boost in lead generation and conversions.
- Collaborated with the marketing team to create engaging content for social media channels, resulting in a 120% increase in follower engagement.
- Utilized data analytics to track website performance and user behavior, informing website optimization strategies and leading to a 10% improvement in conversion rates.
- Acted as a mentor to junior team members, providing guidance on web development best practices and fostering their professional growth.
- Received recognition from management for outstanding performance, leading to a promotion to Senior Web Developer and Digital Marketer within 12 months.

Linnovate Technologies Ltd.

Freelance Consultant - DevOps Integration & Open Source Technologies

January 2023 - March 2024 (1 year 3 months)

Cambridge, England, United Kingdom

- As a Freelance DevOps Consultant, I partnered with high-profile clients to seamlessly integrate and upgrade DevOps methodologies, utilizing an array of open-source technologies.
- I spearheaded successful deployments of cutting-edge tools such as Jenkins, Docker, Kubernetes, Git, and Ansible.
- In addition, I provided strategic guidance on the implementation of open-source solutions like Linux distributions (Ubuntu, CentOS), FreeIPA, SSO systems, and Apache.
- My contributions consistently led to streamlined operations, resulting in up to 30% faster release cycles and notable cost savings for clients.
- I am proud to have been recognized for my problem-solving acumen, consistently driving transformative outcomes that elevated the IT landscapes of each client I worked with.

Upwork

Web Developer and Digital Marketing Expert (Freelance)

October 2017 - March 2024 (6 years 6 months)

United States

Collaborate with clients to develop custom solutions for their businesses, utilizing web development frameworks such as #PHP and #Python, as well as #WordPress.

- Successfully completed several projects on Upwork, achieving high ratings and positive reviews from clients.
- Managed multiple projects simultaneously, ensuring timely delivery of high-quality solutions while maintaining clear communication with clients.
- Utilized digital marketing expertise to improve SEO/SEM campaigns, conduct site audits, and improve organic search engine rankings.
- Stay up-to-date with the latest advancements in the field and implement them in work, leading to more innovative and efficient solutions.

Zillancer

Web Development Manager & Digital Marketing Expert

November 2020 - November 2021 (1 year 1 month)

Dubai, United Arab Emirates

- Managed WordPress projects, ensuring timely delivery and high-quality outcomes.
- Spearheaded lead generation efforts through Facebook, Google, and Instagram, optimizing return on investment (ROI).
- Collaborated cross-functionally to craft intuitive websites and drive business growth.
- Provided guidance and support to the team, ensuring website functionality and promptly resolving issues.
- Devised strategic digital marketing campaigns to generate leads, continuously optimizing strategies to enhance ROI.
- Played a pivotal role in developing the Zillancer freelancing platform, contributing to significant business milestones.
- Received recognition for leadership and contributions to project success, leading to increased responsibilities and opportunities for professional growth.
- Implemented data-driven decision-making processes to improve project efficiency and effectiveness, resulting in streamlined workflows and increased client satisfaction.

Bright Image Corporation

Full Stack Engineer

August 2020 - November 2020 (4 months)

United States

As a Full Stack Engineer at Bright Image Corporation, I worked on various projects related to IoT devices and home solutions. My key responsibilities included developing and managing projects, as well as providing consultancy services to help the company transition its previous projects into more digital solutions.

Some of my main roles and responsibilities included:

- Developing full-stack web applications and solutions using modern web technologies and best practices
- Participating in the software development lifecycle, including requirements gathering, design, development, testing, and deployment
- Collaborating with cross-functional teams, including designers, developers, and project managers, to deliver high-quality software solutions
- Providing technical consultancy services to help the company transition its previous projects into more digital solutions
- Staying up-to-date with the latest web development trends and technologies, and sharing knowledge with the team to promote continuous learning and improvement

My experience at Bright Image Corporation allowed me to hone my full-stack development skills and work on innovative projects related to IoT devices and home solutions. I enjoyed collaborating with cross-functional teams and providing consultancy services to help the company transition into the digital age.

Advertron

Full Time Core Php Developer / WordPress Developer

July 2020 - August 2020 (2 months)

Australia

As a Core PHP Developer and WordPress Developer at Advertron, I worked on various projects related to website development, bug fixing, and CRM development. My key responsibilities included PHP scripting, bug/error fixing, front-end and back-end integration, creating and managing databases, developing custom plugins and themes in WordPress, and working on sites in Wix.

Some of my main roles and responsibilities included:

- Developing and maintaining website features using PHP scripting and other relevant technologies

- Resolving bugs and errors in existing websites and applications
- Integrating front-end and back-end features to ensure optimal performance and functionality
- Creating and managing databases for various web projects
- Developing custom plugins and themes in WordPress
- Working with Wix to create and manage websites

My experience at Advertron allowed me to hone my skills as a Core PHP Developer and WordPress Developer. I enjoyed working on various projects and collaborating with cross-functional teams to deliver high-quality web solutions.

BLURB MEDIA INC

Project Manager/Php Developer

January 2019 - July 2020 (1 year 7 months)

Lahore, Punjab, Pakistan

Worked as a project manager and a core PHP developer for a matrimonial project(<http://www.tableeg-ul-islam.com/>) of Blurb Media Inc. I am responsible to execute all the operations of the project along with the social media marketing and promotion of the business across different platforms.

Furthermore, I am also managing other networking and e-commerce projects of the company. These projects include configuration of different servers along with time to time maintenance. I am also responsible to send quotations and proposals to old and new potential clients.

Education speedy

Project Manager Team Lead

December 2017 - December 2018 (1 year 1 month)

Lums, Lahore

As a Project Manager and Team Lead at Education Speedy, a tech-based educational startup, I led a team of developers and animators to create digital animations that simplified science concepts for students. Leveraging my expertise in web development and design, I also collaborated with my team to build the company's web portal and develop content for both offline and online teaching. Our efforts in digitalizing the curriculum contributed to a more efficient and effective learning experience for students.

Education Speedy

PHP Developer

December 2017 - December 2018 (1 year 1 month)

Lahore, Punjab, Pakistan

As a PHP Developer at Education Speedy, I was responsible for web API development, website and portal development, and integration of animations into the web portal. I worked on creating a tech-based educational startup which digitalized the current curriculum by making animations that help teach core concepts of science more efficiently. My role included developing web portals and content for both online and offline students.

DUNYA NEWS

Motion Graphic Artist

August 2017 - November 2017 (4 months)

Lahore, Pakistan

As an intern in Dunya News, I learned graphics designing and motion graphics. During this opportunity, I developed skills in creating animations and vectors. This experience was an excellent chance for me to gain knowledge of working in a professional environment after graduating with a bachelor degree in computer engineering. The internship helped me learn many new concepts and experiences.

ELANRATECH

PHP Developer

January 2017 - August 2017 (8 months)

Lahore, Punjab, Pakistan

As a PHP developer at Elantratech, my key responsibility was to design custom websites and implement a range of web-based products using PHP and MySQL. During my time there, I gained valuable experience in developing dynamic web applications and working in a team environment.

Impan.co

4 months

Web Developer

June 2016 - September 2016 (4 months)

Lums Centre of entrepreneurship

As a back end developer at Impan.co, I was responsible for developing and maintaining the server-side components of web applications. This included designing and implementing database schemas, developing RESTful APIs, and optimizing application performance. My work contributed to the development of several web-based products for the company.

Web Developer

June 2016 - September 2016 (4 months)

During my bachelor's program, I worked as a freelance WordPress developer in a software house. There I gained experience in editing different templates in WordPress and creating e-commerce websites.

Sulatlsoft

Wordpress Developer

May 2016 - July 2016 (3 months)

Quaid e Azam Industrial Estate Lahore

Education

Anglia Ruskin University

Masters in ARTIFICIAL INTELLEGENCE AND BIG DATA, Computer Software Engineering · (September 2022 - May 2024)

National University of Computer and Emerging Sciences

MS, Electrical and Electronics Engineering · (2018 - 2020)

University of Engineering and Technology, Taxila

Bachelor's Degree, Computer Engineering · (2013 - 2017)

Fazaia Inter College Munir Road Lahore

Fsc Pre Engineering

Haleem Campus

Matriculation , Sciene