# MUBASHIR HASSAN

Full-Stack Developer | 4x Founder | SEO Expert | WordPress Expert | Product Builder

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## PROFESSIONAL SUMMARY

I've spent 10+ years building things that matter—production applications serving 60,000+ monthly users, 4 profitable tech companies, and 100+ client websites that actually rank and convert. I built WebHostingPK from scratch (now hosting 1,000+ websites with 99.9% uptime) and grew StyleShop.pk by 500% in 2 years. I've mastered WordPress by building 100+ sites, learned SEO by ranking competitive keywords (#1 local rankings, 3x organic traffic growth), and understand hosting because I serve 1,000+ websites daily. I ship MVPs in days using AI-powered development while maintaining production-grade quality—my 10+ Chrome extensions have 2,500+ users and zero security vulnerabilities. I don't just complete tickets—I move business metrics.

## CORE COMPETENCIES

**Technical: Expert:** WordPress (Website/Theme/Plugin Dev), HTML5/CSS3, Chrome Extensions, SEO (On-Page/Off-Page/Technical/Semantic/Local/GMB)
**Proficient:** HTML, React, Vue.js, Node.js, PHP, Python, JavaScript, MySQL, MongoDB, Firebase
**AI-Assisted Dev:** Cursor, Claude Code CLI, Bolt, Replit, V0, Lovable (20+ platforms)
**Deployment:** Vercel, Netlify, AWS, DigitalOcean, cPanel/WHM, Docker, Git/GitHub

**Business: Entrepreneurship:** I've founded 4 companies, registered with SECP/FBR, acquired 150+ B2B clients, achieved 500% revenue growth
**E-commerce:** WooCommerce, Shopify, payment gateways (Stripe, PayPal, JazzCash, PayFast)
**Marketing:** Email, Google Analytics, Search Console, GMB optimization, social media management

**Specializations: WordPress:** 100+ sites built, 15+ custom plugins, 10+ themes, consistent 98+ PageSpeed scores
**Chrome Extensions:** 10 published (Manifest V3), 2,500+ users, zero security issues
**SEO:** I've 3x'd organic traffic for clients through Technical SEO, Semantic SEO, GEO, AEO, Local SEO—everything from schema markup to Core Web Vitals optimization
**AI Integration:** OpenAI GPT, Claude API, Gemini API, OpenRouter API, Minimax API, RAG systems, custom chatbots

## PROFESSIONAL EXPERIENCE

**Founder & CEO**                                                                 *May 2024–Present*
*WebHostingPK.com*                                                         Pindi Gheb, Pakistan

- I built a profitable hosting company from scratch—now serving 1,000+ websites with 99.9% uptime
- Architected everything myself: cPanel/WHM infrastructure, WHMCS billing, DNS, SSL automation, backup systems
- Built custom client portal that cut provisioning time from 2 hours to 5 minutes
- Integrated all major payment gateways (JazzCash, Easypaisa, PayPal, Stripe) and automated 24/7 support
- I manage the entire multi-server environment with load balancing and security hardening
- **Tech Stack:** Linux, cPanel/WHM, WHMCS, PHP, MySQL, Python automation

**Founder & CEO**                                                                 *Sept 2022–Present*
*StyleShop (SMC-Private) Limited*                                         Islamabad, Pakistan

- I built an SECP/FBR-registered e-commerce company and grew it 500% in 2 years
- Developed the complete WooCommerce platform: dynamic pricing, inventory management, order tracking

- My semantic SEO strategy 3x'd organic traffic—I know what works because I've done it
- Built AI-powered product recommendations that increased conversion rate by 35%
- Optimized performance obsessively: 95+ PageSpeed score, 1.8s load time, mobile-first design
- Created 15+ custom WordPress plugins for business-specific functionality
- **Tech Stack:** WordPress/WooCommerce, PHP, JavaScript, MySQL, Payment APIs

### Founder & Lead Developer
*Productivity Tools Development*

*2023–Present*
Islamabad, Pakistan

- I've shipped 10+ Chrome Extensions (2,500+ users, all 5.0-star rated) and 20+ web tools (60,000+ monthly users)
- **SEO Checker by Sekhlo (1100+ users):** Analyzes 50+ SEO factors, schema validation, Core Web Vitals, AI-readiness
- **LinkedIn Video Downloader (588+ users):** Video extraction using Chrome APIs
- **Top Tools:** QR Generator (5K/y), Invoice Generator (7K/y), Online Notepad (5K/y), AI Tools Gallery (15K/y)
- Everything I build has zero-data-collection architecture—complete privacy for users
- Implemented Manifest V3, passed Chrome Web Store security reviews without issues
- **Tech Stack:** JavaScript/TypeScript, Chrome APIs, React, Node.js, MongoDB, Cloudflare Workers

### Founder & Lead Developer
*Reactly.site*

*Dec 2025–Present*
Islamabad, Pakistan

- Built React build service enabling developers to upload, build, and export production-ready static sites
- Engineered automated pipeline supporting React, Vite, Vue.js, Next.js, Node.js, Svelte, Angular
- Integrated with Vercel, Netlify, Firebase, Render, Cloudflare Pages, GitHub Pages, AWS Amplify
- Developed ZIP upload and GitHub URL import for seamless project submission

### Founder & Lead Instructor
*Sekhlo.pk - Free Skills Learning Platform*

*2023–Present*
Islamabad, Pakistan

- I founded Pakistan's first modern LMS offering 100% free tech education—no subscriptions, no hidden costs
- Teaching real skills: E-commerce SEO, Semantic SEO & Topical Authority (5 batches completed), Vibe Coding, Chrome Extension Development
- Created in-depth tutorials for developers on SEO, web development, AI automation
- My mission: Help learners move from beginners to job-ready professionals

### Digital Marketing & Web Development Consultant
*Car Masters Auto Service*

*2023–Present*
Doha, Qatar

- I manage their complete Google My Business optimization and local SEO strategy
- **Results I've delivered:** 24,330 profile views, 1,547 search appearances, 3,129+ direction requests, 750+ phone calls
- Increased their visibility: 411 searches for "car repair", 299+ Arabic searches monthly
- I run their social media (Facebook, Instagram, LinkedIn) with automotive content strategy
- Implemented review management system maintaining 4.7-star rating (110+ Google reviews)

**Web Developer & SEO Consultant** | *100+ International Clients Across 15+ Countries* | Remote/Global | 2018–Present

- I've delivered 100+ client projects across UK, Qatar, Pakistan, UAE, USA, Canada—industries include e-commerce, professional services, healthcare, real estate, hospitality, manufacturing, technology, education
- **Average Results I Deliver:** 150% traffic increase, 96+ PageSpeed scores, 40% improvement in Core Web Vitals (LCP/FID/CLS), 25% average conversion rate improvements, #1–#5 local rankings for

80% of local businesses
- **Featured Success Stories:**
- **Whiteleys Cleaners (London, UK):** I got them #1 local ranking, 1.04K clicks, 31.4K impressions
- **GMB Performance (Sept 2025–Feb 2026):** 3,045 profile views, 922 searches, 293 direction requests, 159 calls, 177 website clicks
- **WorldLink Trading Contracting (Qatar):** B2B corporate website for industrial services company—multilingual (English/Arabic), project portfolio showcase, quote request system, mobile-responsive design
- **Tripon Star Trading & Contracting (Qatar):** B2B equipment services provider—service catalog, project gallery, client inquiry automation, lead generation optimization
- **What I Do for Clients:** Full-stack WordPress development, WooCommerce e-commerce stores, custom theme development, plugin development, technical SEO audits & implementation, local SEO & GMB optimization, website migrations, performance optimization, security hardening, ongoing maintenance & support
- **What Clients Get:** Modern responsive design, technical SEO implementation, Core Web Vitals optimization, schema markup, SSL configuration, CDN setup, backup automation, client training, 90+ PageSpeed scores
- **Tech Stack:** WordPress, WooCommerce, Custom themes/plugins, PHP, JavaScript, HTML5/CSS3, MySQL, cPanel, Google Analytics, Search Console

**SEO Specialist & Technical Developer** *Aug 2022–Dec 2023*
*Xpert Solutions Qatar* Doha, Qatar

- I led technical SEO for 20+ client websites and achieved 150% average traffic increase
- Built Python automation tools processing 10M+ data points monthly for SEO audits
- My WordPress solutions delivered results: 40% LCP improvement, 60% FID reduction
- Implemented semantic SEO strategies using entity optimization and knowledge graphs
- Conducted technical migrations for 5 enterprise sites with zero ranking loss
- Created dashboards integrating Google Search Console, Ahrefs, SEMrush APIs

**Managing Director & CEO** *July 2019–Jan 2023*
*Innovation Technology & College* Pindi Gheb, Pakistan

- I managed an educational institution teaching web development, programming, digital skills
- Developed curriculum for web development, WordPress, digital marketing courses
- Built learning management system (LMS) for student enrollment and course delivery
- Taught 1,000+ students practical tech skills—many now employed or freelancing successfully

**Head of Marketing & Sales** *May 2021–Aug 2022*
*PoSale - Point of Sale Software* Pakistan

- I led marketing and sales strategy for B2B SaaS point-of-sale software
- Acquired 150+ clients across Pakistan through targeted B2B campaigns
- Achieved PKR 500,000+ revenue growth through customer acquisition and upselling
- Developed go-to-market strategies for small-to-medium retail businesses
- Managed complete sales pipeline from lead generation to conversion

**Chief Executive Officer** *March 2020–Aug 2022*
*Dotpay Technologies (Pvt) Limited* Pindi Gheb, Pakistan

- Developed payment gateway integration systems for e-commerce platforms
- Managed technical team and product development roadmap

**Social Media Manager** *June 2019–Aug 2022*
*Virtual University of Pakistan* Islamabad, Pakistan

- I managed social media for 100,000+ student community
- Created engagement strategies that increased reach by 40%

## PORTFOLIO HIGHLIGHTS

### Chrome Extensions: 10+ Published | 2,500+ Users | All 5.0-star Rated
- SEO Checker, LinkedIn Video Downloader, Inbox Mail Generator, GitHub File Uploader, Currency Converter
- Zero security vulnerabilities, 100% Chrome Web Store compliance, Manifest V3
- Featured: chromewebstore.google.com/detail/seo-checker-by-sekhlo/okojjmbkkbdgjdoojmhjfmhoigkenace

### Web Applications: 100+ Websites & 50+ Web Apps I've Built
- E-commerce platforms, business websites, SaaS applications, landing pages
- WordPress custom themes (20+), WooCommerce stores (15+), custom web apps (15+)
- Mobile-responsive, SEO-optimized, 90+ PageSpeed scores
- Deployed on: Vercel, Netlify, Render, AWS, DigitalOcean, Cloudflare, cPanel, VPS, & hPanel

### AI Projects: LLM-Powered Applications
- I've built AI chatbots, content generators, SEO tools (OpenAI, Claude API, Gemini API, OpenRouter)
- Created AI writing assistants, automated content optimization tools
- Implemented RAG systems for knowledge-based AI applications

## CONTENT CREATION & TEACHING

### Tech Educator & Content Creator
*YouTube Channel*

*2019–Present*
youtube.com/mubashirpk

- **3.75K+ subscribers | 330+ videos** where I teach Vibe Coding, WordPress, Semantic SEO, Blogging, Local SEO, Chrome extensions, Web/Mobile Apps Development
- Created comprehensive courses: "Vibe No-Code: Build Without Coding", "Semantic SEO & Topical Authority"
- Building a community of learners achieving real results-websites launched, apps built, skills monetized

## KEY ACHIEVEMENTS & METRICS

### Business Impact I've Driven:
- WebHostingPK: 1,000+ websites hosted, profitable from month 6
- StyleShop.pk: 500% revenue growth in 2 years, 3x organic traffic
- Sekhlo.pk: 5K+ monthly users, zero advertising cost
- Car Masters Qatar: 16,155 profile views, 2,512+ direction requests, 615+ calls
- Whiteleys Cleaners UK: #1 local ranking, position 4.6 average

### Technical Quality:
- Zero critical security vulnerabilities across all projects I've shipped
- 99.9% uptime for hosted applications I manage
- Average site speed: <2s load time, 96+ PageSpeed scores
- Successfully integrated 50+ third-party APIs

### Community Impact:
- 3,750+ YouTube subscribers, 2,500+ Chrome extension users, 60,000+ monthly tool users
- 1,000+ students I've trained at Innovation Technology College
- All tools I build have zero paywalls—I'm democratizing access to professional software

## EDUCATION & CERTIFICATIONS

### Certifications:
- Search Engine Optimization Complete Specialization—2022

- Entrepreneurship Fundamentals—Business Model & Startup Strategy—2021
- Computer Hardware, Operating Systems and Networking—2020
- 30+ Other Courses Completed by Top Online Institutions.
- First Steps Into Public Speaking—2019

**Self-Study: 10+ Years Continuous Learning:** I learn by building—50+ production projects, official documentation (React, WordPress Codex), online courses (Udemy, Coursera, YouTube), open-source contribution, cutting-edge AI development tools

## PROFESSIONAL PHILOSOPHY

**Execution-Driven:** *I ship working products and learn by solving real problems. Over 10 years, I've launched 50+ production applications serving tens of thousands of users. I've mastered WordPress by building 100+ sites, learned SEO by ranking competitive keywords, understood hosting by serving 1,000+ websites. Consistent execution compounds into expertise that classrooms can't teach.*

**Ownership Mindset:** *I don't just complete tickets—I own outcomes. When I join a team, if something breaks, I fix it. If a feature needs coordination, I drive it. If a metric isn't moving, I investigate and iterate. I measure success by impact delivered, not hours logged.*

**Speed + Quality:** *Using AI-powered development, I ship MVPs in days while maintaining production-grade quality. My 10+ Chrome extensions have zero security vulnerabilities despite rapid development. My hosted websites maintain 99.9% uptime. Speed comes from knowing what matters: user-facing reliability, security, and performance.*

**Business Impact:** *I build solutions that move business metrics. My WordPress optimizations improved LCP by 40% because faster sites convert better. My semantic SEO grew traffic 3x because more visitors mean more revenue. When I build features, I'm thinking about ROI from day one.*

## WHAT I'M LOOKING FOR

**Ideal Roles & Companies: Target Positions:** Senior Full-Stack Developer | WordPress Solutions Architect | SEO Manager | Local SEO Specialist | GEO/GMB Optimization Lead | Technical SEO Engineer | Growth Engineer | Product Engineer | Founding Engineer
**Industries of Interest:** E-commerce, SaaS, digital marketing agencies, WordPress-focused companies, SEO tools/platforms, AI/LLM applications. I'm particularly excited about companies where my WordPress expertise, SEO knowledge, and AI-powered development create 10x value.

**Why Companies Hire Me: I Move Business Metrics, Not Just Code:** I've built 4 profitable companies and understand ROI from day one. My WordPress optimizations increased conversion rates by 35%. My SEO strategies achieved 3x organic traffic growth. My AI integrations reduced costs while improving user experience. Every feature I build serves a business goal.
**I Replace 3 Hires With One:** Most developers know either frontend or backend. Most SEO specialists can't code. Most WordPress experts don't understand business metrics. I master all three: WordPress/PHP expertise (100+ sites), proven SEO results (#1 rankings, 3x traffic), and entrepreneurial mindset (founded 4 companies, 500% revenue growth, 150+ B2B clients).
**Proven Track Record Speaks Louder:** 60,000+ monthly users across products I've built | 1,000+ websites hosted with 99.9% uptime | 10+ Chrome extensions (2,500+ users, all 5.0-star rated) | #1 local SEO rankings | 3x organic traffic growth | 35% conversion rate improvements | Zero critical security vulnerabilities across all projects.
**I Ship Fast Without Sacrificing Quality:** Using AI-powered development, I ship MVPs in days while maintaining production-grade quality. My 10+ Chrome extensions have zero security vulnerabilities despite rapid development. My hosted websites maintain 99.9% uptime. Speed comes from knowing what matters: user-facing reliability, security, and performance.
**What Drives Me:** Building products that create real value and generate real revenue. I thrive when I can own problems end-to-end and see direct impact on company metrics. I'm looking for teams where my WordPress mastery, SEO expertise, and AI-powered rapid development create 10x value.