

Ahmad Imani

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SUMMARY

WordPress Developer & Web Designer with **6+ years of experience** delivering **65+ websites** for clients across North America, Europe, and the Middle East. Specialized in **WordPress, Elementor Pro, WooCommerce, custom development, Core Web Vitals, and technical SEO**. Experienced in end-to-end delivery from Figma implementation and custom CSS/JS/PHP to deployment, migration, performance optimization, and maintenance.

SKILLS

- **WordPress & E-commerce:** WordPress, Elementor Pro, Hello Elementor, WPBakery, Gutenberg, WooCommerce, Theme & Plugin Customization, ACF, CPT, Polylang, WordPress Hooks
- **Web Development & Tools:** HTML5, CSS3, JavaScript, PHP, Bootstrap, Custom CSS/JS, GSAP, Git, MySQL, Responsive Web Development
- **Performance & Hosting:** Core Web Vitals, Google Lighthouse, PageSpeed Insights, LiteSpeed Cache, Caching, WebP, Image & Video Optimization, cPanel, Cloudflare
- **SEO & Website Operations:** Technical SEO, On-Page SEO Implementation, Schema Markup, Internal Linking, Migration, Backup, Security & Maintenance
- **AI & Productivity:** Generative AI, Prompt Engineering, AI-assisted Web Development, AI-generated Visual & Video Content, Workflow Optimization
- **Design & Workflow:** Figma-to-WordPress, Figma-to-Elementor, UI/UX Implementation, ClickUp, Client Communication, Cross-functional Collaboration

WORK EXPERIENCE

Freelancer

WordPress Developer & Web Designer

Jan 2023 – Present

- Designed and delivered **30+ WordPress websites**, including **11 WooCommerce stores**, for clients across **7 countries** in North America, Europe, and the Middle East.
- Built end-to-end WordPress projects from Figma to Elementor with custom CSS/JS/PHP, deployment, hosting, migration, and ongoing maintenance.
- Improved client websites through Core Web Vitals and front-end optimization, including a project that reached a **99 mobile Lighthouse Performance score** with **1.8s LCP** and **0 ms TBT**.

Lavan Marketing Agency

WordPress Developer

May 2022 – Dec 2023

- Developed and maintained **10+ WordPress websites**, primarily WooCommerce stores, across corporate, e-commerce, and service-based industries.
- Converted Figma designs into responsive Elementor websites and customized themes, plugins, and functionality with HTML, CSS, JavaScript, PHP, ACF, and WooCommerce.
- Collaborated with UI/UX designers, SEO specialists, and clients to resolve technical issues; delivered projects including MBA program landing pages for the University of Tehran using ClickUp workflows.

Salinteam

WordPress Developer

Jul 2019 – Apr 2022

- Progressed from a **2-month Web Development Internship** to a full-time WordPress Developer role, contributing to **20+ projects**, primarily WooCommerce and e-commerce websites.
- Managed WordPress projects end-to-end using Elementor, WPBakery, WooCommerce, HTML, CSS, JavaScript, PHP, and Bootstrap, including direct client communication.
- Worked within an **8-person cross-functional team** and handled up to **8 concurrent projects** during peak periods while maintaining delivery quality and deadlines.

SELECTED PROJECTS

Pariz Elevator — Elevator Services & Products

parizelevator.com | Iran

WordPress · Elementor · Technical SEO · Core Web Vitals

- Rebuilt the site from the ground up with **17+ SEO landing pages**; raised mobile Lighthouse Performance from **41 to 99**, helped target keywords reach **Google positions 1–4**, and generated approximately **60 service leads per month**.

Darabi Dermatology — Medical & Aesthetic Clinic

darabidermatology.com | United States

WordPress · Hello Elementor · Custom CSS/JS/PHP · Performance Optimization

- Redesigned and optimized a large U.S. clinic website; raised mobile performance from approximately **50 to 90+**, reduced **2+ MB** image assets to **under 100 KB**, and achieved **38 Good mobile Core Web Vitals URLs** with **0 Poor URLs**.

Hedayat Energy — Solar Energy & E-commerce

hedayatenergy.com

WordPress · WooCommerce · Elementor · GSAP · Custom CSS/JS/PHP

- Designed and developed a **bilingual WooCommerce solar website** with a **custom solar sizing calculator**, tailored product templates, GSAP animations, service landing pages, and AI-assisted media.

RBM Construct — Steel & Construction Materials

rbmconstruct.com | Iraq

WordPress · WooCommerce · Polylang · ACF · CPT

- Designed and developed an **11+ page multilingual WooCommerce product catalog** with inquiry-based purchasing, Polylang, ACF/CPT, galleries, and Lottie animations.

Menowar — Women's Health & Menopause Platform

menowar.net | Canada

WordPress · Hello Elementor · Elementor · Custom CSS/JS/PHP

- Built an **8-page responsive WordPress website** from Figma using Hello Elementor, custom CSS/JS/PHP, lightweight animations, and technical requirements coordinated with the project's SEO specialist.

Style With Ghazal — Fashion CV & Personal Brand

ahmadimani.com/style-with-ghazal/ | United Kingdom

WordPress · Elementor · Custom CSS/JS · AI-generated Media

- Designed and developed a dark, minimalist fashion CV landing page with AI-generated video, marquee effects, responsive interactions, and an editorial-style visual direction.

EDUCATION

IAU Central Branch

- Bachelor of Science in Computer Engineering | 2019 – 2025

TRAINING & WORKSHOPS

AI Webinar Instructor

Generative AI & AI Tools | 2 Webinars

- Delivered **2 educational webinars** on Generative AI, prompt engineering, AI-assisted content creation, visual generation, and productivity workflows through hands-on demonstrations.

LANGUAGES

- English: Proficient
- Persian: Native