



# SYED AHMAR ALI

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## Professional Summary

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### Full-Stack Web Developer | WordPress & Laravel Expert | Co-Founder at HA Tech

Results-driven Full-Stack Web Developer with 7+ years of experience in designing, developing, and optimizing websites and web applications. Specialized in WordPress, Laravel, React.js, UI/UX design, and SEO. As Co-Founder of HA Tech, I have delivered high-performance websites, SaaS platforms, multivendor eCommerce solutions, and journal management systems for global clients.

- Expertise in: WordPress, Laravel, PHP, React.js, UI/UX, eCommerce & SEO
- Strong background in: Custom theme/plugin development, API integrations & performance optimization
- Proven track record of delivering: Scalable, secure, and high-ranking web solutions

## Work Experience

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### Co-Founder & Lead Developer | HA Tech

 2017 – Present | Karachi, Pakistan

- Developed custom WordPress themes & plugins for diverse industries.
- Built SaaS-based School ERP Management Software using Laravel & React.js.
- Designed and developed journal management systems, becoming the first developer to create a journal website on WordPress.
- Revamped and managed websites like Manaslu Transport (UAE) with SEO & UI/UX enhancements.
- Implemented GSAP animations, speed optimizations, and advanced SEO techniques for business growth.

### Freelance Web Developer | Upwork & Fiverr

 2020 – Present | Remote

- Successfully completed 50+ WordPress & Laravel projects for international clients.
- Built custom WooCommerce stores, multivendor platforms, and membership sites.
- Improved website speed, security, and SEO to boost organic traffic and conversions.
- Provided end-to-end solutions, including graphic design, branding, and UI/UX improvements.

## SEO & Website Manager | Manaslu Transport (UAE)

 Dec 2024 – Present | Remote

- Managed and optimized the Manaslu Transport website for SEO, UI/UX, and content strategy.
- Ranked the website on Google's top pages within 3 months using advanced Technical SEO & On-Page SEO.
- Implemented GSAP preloader, GSAP smooth scrolling, and UI/UX enhancements for a modern and engaging user experience.
- Added SEO keywords, key phrases, and synonyms to improve organic traffic & conversion rates.
- Created 9 new service pages, optimized the freight services section, and added explore more buttons.

### Key Skills

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- Web Development: WordPress, Laravel, PHP, React.js, JavaScript
- Front-End Development: HTML, CSS, Tailwind, Bootstrap, GSAP
- UI/UX Design: Figma, Adobe XD, Wireframing, Prototyping
- SEO & Performance: On-page SEO, Technical SEO, Speed Optimization
- eCommerce: WooCommerce, Shopify, Multivendor Platforms
- Database & Backend: MySQL, Firebase, REST APIs, Node.js
- Other Technologies: Git, Docker, AI Chatbots, API Integrations

### Projects & Portfolio

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#### Journal Management Websites:

- [American Journal Science \(AJS\)](#)
- [Revista TYCA](#)
- [Revistas CSIC](#)
- [Thomson Reuters AU](#)
- [ScholarsIn](#)

#### SEO & Web Management Projects:

- [Manaslu Transport \(UAE\)](#) – SEO, UI/UX Optimization, GSAP Animations, Google Ranking

#### eCommerce & Business Websites:

- [Threadwings.net](#) – Custom WooCommerce Store
- [NobelPlants](#) – Nursery Business Website
- [Flatkart](#) – Multivendor Marketplace
- [Hazara Academy](#) – LMS with WordPress & Laravel
- [Soumi Electronics](#) – eCommerce Website & Branding

## Education

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 **Associate Degree Program (ADP) in Information Technology**

 South City College | 2023 – Present

 **Diploma of Associate Engineering (DAE) in Computer Information Technology**

 South City College | 2020 – 2023

 **Matriculation in Computer Science**

 Alpha Educational System | 2018 – 2020

## Languages


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 **English – Professional Proficiency**

 **Urdu – Native**

## Contact & Availability

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