

Taha Baloch



Frontend Developer · WordPress Developer · SEO Specialist

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📍 Lahore, Pakistan · Open to remote

PROFESSIONAL SUMMARY

Frontend & WordPress developer crafting responsive, high-performance websites with a sharp eye for modern UI and clean, maintainable code. Blends pixel-precise implementation with technical SEO and Core Web Vitals optimization to ship pages that rank, convert, and scale. Trusted by international clients for reliable delivery, transparent communication, and long-term partnerships.

CORE SKILLS

FRONTEND

HTML5 CSS3 JavaScript
Responsive Design UI Implementation

WORDPRESS

Elementor WooCommerce
Theme Customization Plugins Migration

SEO & PERFORMANCE

Technical SEO On-page SEO Schema
Page Speed Core Web Vitals

TOOLS

Git GitHub Figma VS Code

EXPERIENCE

Freelance Frontend & WordPress Developer

2021 — Present

Remote · International Clients

Delivered 40+ responsive websites and landing pages across SaaS, agency, and e-commerce niches.
Built and customized WordPress themes with Elementor, WooCommerce, and ACF for scalable content workflows.
Improved Core Web Vitals to 90+ Lighthouse scores through image, script, and caching optimization.
Executed on-page and technical SEO — schema, sitemaps, canonical, and internal linking — lifting organic traffic.
Migrated legacy sites to modern stacks with zero downtime and preserved SEO equity via 301 mapping.
Maintained long-term client sites with proactive updates, security hardening, and monthly performance audits.

FEATURED PROJECTS

Lumen — SaaS Marketing Site

Next.js

Tailwind

Vercel

SEO

- Shipped a conversion-focused marketing site with 98 Lighthouse performance score.
- Implemented full technical SEO stack: schema, OpenGraph, sitemap, canonical URLs.

Atelier — WooCommerce Store

WordPress

WooCommerce

PHP

Elementor

- Custom WooCommerce theme with tailored checkout and product filtering UX.
- Reduced LCP by 62% via image, font, and query optimization.

Northwind — Agency Portfolio

WordPress

JavaScript

GSAP

Technical SEO

- Designed and built a bespoke portfolio with animated case studies.
- Ranked page-1 for target keywords within 90 days of launch.

EDUCATION

Bachelor in Computer Science
University of the Punjab · Lahore
2019 — 2023

CERTIFICATIONS

- Google — Technical SEO Fundamentals
- Meta — Frontend Developer Professional
- Yoast — SEO for WordPress

LANGUAGES

English

Professional

Urdu

Native

WHY HIRE ME

- ✓ Clean, maintainable code
- ✓ Premium, modern UI
- ✓ Fast, on-time delivery
- ✓ SEO-optimized builds
- ✓ Fully responsive design

LET'S BUILD SOMETHING

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& remote roles

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