



# BISMA RAZA

WordPress Web Developer



+92 3271792970



bismauniversity@gmail.com



L/266 Mohallah Miana Mianwali



<https://bismaraza.com/>



<https://www.linkedin.com/in/bismawebdesigner/>



## About Me

My name is Bisma Raza, and I'm in my early 20s, originally from Mianwali. Currently, I'm pursuing a degree in Software Engineering at the University of Mianwali. In addition to my studies, I have two years of experience as a freelance web designer, specializing in WordPress development for trading firms. I've worked with multiple firms where I create easy-to-use and efficient websites for their trading needs.



## Education

### ● Matriculation 2018 - 2020

Govt. Girls Model High School, Mianwali

### ● Intermediate in Computer Science 2020 - 2022

Govt. Graduate College For Women, Mianwali

### ● Bachelor in Software Engineering 2023 - Current

University Of Mianwali



## Skills

### WordPress Designing

Skilled in designing visually appealing and user-friendly websites that align seamlessly with each brand's unique identity, ensuring both aesthetics and functionality are perfectly balanced.

### WordPress Development

Proficient in building high-performance, responsive WordPress websites with tailored functionalities — ranging from basic pages to fully integrated eCommerce platforms.

### Divi Expert

Divi Expert with hands-on experience in designing and customizing dynamic WordPress websites using the Divi theme builder — ensuring pixel-perfect design, responsive layouts, and seamless user experience.

### Digital Marketing

Certified Digital Marketer specializing in the trading niche — focused on boosting engagement, driving targeted traffic, and increasing conversions through data-driven and results-oriented strategies.



## Work Experience

### WordPress Designer & Developer 2023 - Current

- Designed and developed responsive WordPress websites for trading firms.
- Customized themes using Divi and Elementor, integrating multiple features.
- Improved website performance, SEO, and user experience.

### Website Designer 2022 Sep - 2023 March

- Developed user-friendly WordPress websites to enhance the firm's online presence.
- Built custom themes and integrated essential plugins for improved functionality.
- Focused on creating mobile-responsive and SEO-optimized websites.
- Collaborated closely with clients to meet their specific business needs and goals..

### Digital Marketing Expert 2024 Sep - Current

- Create and implement digital marketing strategies to boost engagement and conversions for trading firms.
- Analyze trends and competitors to improve campaign performance and ROI.
- Manage Facebook Ads and Instagram to drive traffic and acquire clients.

### Website Manager 2024 Dec - Current

- Manage and maintain websites for international clients, ensuring optimal performance, user experience, and timely updates.



## Projects

- <https://gfrsmctrading.com/>
- <https://smctradinghub.com/>
- <https://yorksmchubtrading.com/>
- <https://gplchimp.com/> (Project Website)

#### Landing Pages:

- <https://research.gfrsmctrading.com/>
- <https://analysis.fxscorpions.com/>
- <https://officialallstarforex.com/>
- <https://forexempire.officialallstarforex.com/>
- <https://institute.wfrsmctradinghub.com/>
- <https://instituetraders.com/>
- <https://goldforexresarch.com/>
- <https://whatsapp.gfrsmctrading.com/>



## Language

- **English (Conversational)**
- **Urdu (Native)**



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