



Not your average WordPress guy!

With 7+ years of WordPress expertise, I blend tech, strategy, and creativity to craft websites that perform. Whether it's building a blazing-fast WooCommerce store or architecting a CRO-driven sales funnel, I'm here to make it happen. My secret? I talk tech AND business, lead with SOPs, and deliver results with personality.

[✉ hello@shadin.im](mailto:hello@shadin.im)[☎ +8801892539872](tel:+8801892539872)[🔗 Portfolio](#)[🔗 LinkedIn](#)[📄 UI/UX Design](#)[🌐 Wordpress](#)[🚀 Page Builders](#)[📈 Conversion](#)[📊 Analytics](#)[🔍 AB Testing](#)

Experience Highlights:

Lead WP Product Manager

WP Sprint LLC | 2023–2024 | Remote

Lead Web Strategist

Motif Inc. | 2023–2024 | Remote

Web Strategist & Consultant

American Management & Leadership by Design | 2022–2024 | Remote

Bringing 3 roles under one dynamic hat, I've been the go-to strategist, project leader, and WordPress powerhouse for agencies and businesses across industries. Here's how I delivered magic:

- **Led Teams to Excellence:** Directed multidisciplinary teams across design, development, and content to deliver projects with precision and creativity.
- **Crafted Winning Strategies:** Designed websites, funnels, and UX architectures that turned ideas into ROI-driven masterpieces.
- **Optimized Processes:** Built 10+ SOPs, transforming chaotic workflows into seamless systems that clients rave about.
- **Key Clients & Impact:**
 - Empowered 70+ entrepreneurs at AMLD to launch thriving online businesses.
 - Helped D2C brands scale with unconventional marketing and strategy at Motif Inc.
 - Built white-label WordPress solutions for digital agencies at WP Sprint LLC—with faster delivery than they thought possible.

Achievements & References:

- Launched 100+ high-performing websites.
- Created and refined client onboarding systems for agencies.
- **Reference Contacts:**
 - Andrea Diese, President, AMLD | andrea.diese@us-leadership.com
 - Ash Ome, Founder & CEO, Motif Inc. | ashome@wemotif.com

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Technical Skills:

- WordPress Development: From scratch, themes, and page builders (Elementor, Bricks, Breakdance, Breezy).
- Custom Solutions: CPTs (SCF/ACF), Crocoblock/JetPlugins, and voxel.
- Dev Tools: HTML/CSS/Bootstrap, PHP, JS (mid-level, but dangerous when needed).
- Funnel Ninja: Crafting high-converting sales funnels & landing pages.
- UI/Design: Basic Figma wizardry.

Soft Skills:

- Strategic Vision: Planning and executing project roadmaps like a seasoned general.
- Client Whisperer: Speaking fluent “client” and “tech.”
- Team Builder: Agile workflows, design sprints, and managing creative minds.
- Process Guru: Testing, optimizing, and streamlining workflows with SOPs.
- Quick Learner: Seriously, hand me a new tool today; I’ll master it tomorrow.

Fun Facts About Me:

- I turn coffee into SOPs faster than WordPress can load a cached page.
- I once convinced a client that “conversion rate optimization” was cooler than sliced bread.
- If WordPress were a sport, I’d be the MVP and the coach.

It’s boring nah?
Let’s check out some real Projects!

[Projects](#)