

# Nader Farahani

## WordPress Developer

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### Nader Farahani

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Website: <http://freewebengineer.com/>

GitHub: <https://github.com/NdrFrhn>

LinkedIn: <https://www.linkedin.com/in/nader-dowlat-abadi-farahani-2a0a22108/>

Eligible to work in the UK (pre-settle status)

### Summary

Seeking a **Junior WordPress Developer** role. I'm a dynamic, results-driven Junior WordPress Engineer with a strong track record in WordPress development. As a Freelance Developer, I specialize in crafting mobile-friendly custom websites, designing themes, and delivering tailored solutions for small to medium businesses, seeking a robust online presence. Notable projects include collaborations with LM Notary Public, BGBS and BLC Legal, highlighting my ability to create functional and aesthetically pleasing websites. My skills vary from web-hosting, domain-name, SEO strategic implementation with plugins like AIOSEO, development of WordPress child-theme with custom PHP, custom CSS and custom JavaScript code. Furthermore, I have used ReactJS with WP and Advanced Custom Fields (ACF). With a master's degree in mechanical engineering and proficiency in diverse technologies, I bring a well-rounded skill set to any team, fostering innovation and effective communication in both Italian and English.

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### Experience

#### WordPress Freelance Developer&Designer / Self-employed (LONDON)

DEC 2022 - PRESENT

- Developed 10+ mobile-friendly custom websites for clients, resulting in a 20% increase in user engagement.
- Implemented SEO strategies, leading to a 15% improvement in search engine visibility for client websites.
- Noteworthy projects include websites for LM Notary Public, BLC Legal, BGBS Building and RRAHI Construction.

As a dedicated Freelance Developer, I specialized in creating mobile-friendly custom websites, designing themes and plugins, and delivering website solutions.

I actively engaged in the development of custom websites, utilizing my skills in JavaScript, HTML, CSS, PHP and WordPress plugins, custom themes and Elementor page builder. I optimized website performance, enhanced user experience, and contributed to businesses establishing a robust online presence. Notable projects include websites for

- Freewebengineer (<http://freewebengineer.com/>) (LONDON)
- Nadia Farahani (<https://www.nadiafarahani.com/>) (LONDON)
- LM Notary Public (<http://lmnotarypublic.co.uk/>) (LONDON)
- BLC Legal (<https://blclegal.co.uk/>) (LONDON)
- BGBS Building (<https://bgbs-building.com/>) (LONDON)
- RRAHI Construction (<https://rrahiconstruction.co.uk/>) (LONDON)
- Private Chef Bertolone (<https://chefbertolone.com/>) (LONDON)

These projects are currently live, showcasing my ability to create functional and aesthetically pleasing websites that meet client requirements.

### **Nadia Farahani/ Freelance WordPress Developer (LONDON)**

JULY 2024 <https://www.nadiafarahani.com/>

Completely custom WordPress theme using the following languages:

- HTML
- CSS
- Bootstrap
- JavaScript
- PHP
- Git

### **LM Notary Public/ Freelance WordPress Consultant (LONDON)**

JUN 2023 - PRESENT, 10-16 Tiller Road, E14 8PX, London

- Creation of a custom WordPress-Elementor website <http://lmnotarypublic.co.uk/>
- Working within a team of 3 people, 2 of which related to law.
- Hybrid working: once a week in the London office and remotely
- Executed SEO implementations on individual pages and posts, contributing to a noteworthy boost in search engine visibility
- Built the new website using Elementor, custom CSS, custom JavaScript, PHP and custom theme.
- Creation of administration user roles for blog posts.
- Various IT tasks including mediate with SEO external contractors.

Serving as a WordPress consultant, specializing in website redesign and redevelopment projects. Executed SEO implementations with AIOSEO plugin to enhance website performance and search engine visibility.

JavaScript has been used for creating a custom sticky header that changes when scrolling down on each page. Furthermore, code snippets have been used to load external softwares like Calendly for appointment bookings. Custom HTML and CSS have been used to redirect users to WhatsApp direct message, email and direct call from mobile. Creation of a custom Blog with SEO implementation for each post. Creation of social media link buttons. Creation of social media buttons in header and footer, redirecting the user to Facebook business page and LinkedIn page.

Lakshmy is a Solicitor and Notary Public of great experience and human awareness. She helps consistently by developing a wonderful working environment for the whole team. Her LinkedIn profile: <https://www.linkedin.com/in/lakshmy-mridula-07851266/>

### **BGBS Building/ Freelance WordPress Developer and Designer (LONDON)**

JUL 2023 - PRESENT, London NW71LU

- Creation of two websites:
  - BGBS-Building <https://bgbs-building.com/> (including the logo)
  - Social Dreaming <https://www.socialdreaming.com/> (soon)
- Remote collaboration with the owner Bipin Patel MBE, Civil Engineer

Linkedin profile: <https://www.linkedin.com/in/bipin-patel-mbe-49508a4/>

Serving as a WordPress developer. Researching for specific project management competitors.

Elementor has been extensively used in both the websites with custom JavaScript, HTML and CSS. A minimalistic approach in terms of UI and UX has been implemented. For BGBS website a high attention to the font family, font size and amount of white space has been given. Predominantly visual website with images. The image grid of the front page used custom Elementor add ons cards, custom HTML and custom CSS to redirect the user to each page after clicking on the specific card.

Bipin is a dynamic and self-motivated individual who has served the UK for several decades in the building sector. He is devoted to a non-profit organization called Social Dreaming and has many hobbies and interests such as the import-export of spicy.

### **BLC Legal/ Freelance WordPress Developer (LONDON)**

APRIL 2023 - JUNE 2023, Unite 8, WestPoint, 328 Bath Road, Hounslow, London TW4 7HW

- Creation of a new website (<https://blclegal.co.uk/>) focusing on:
  - Business and work immigration
  - Personal immigration
- Multiple visits to the WestPoint center office in London
- Creation of the digital logo from an existing one

Serving as a WordPress developer. Researching for specific law firm competitors. Elementor has been extensively used with custom JavaScript, HTML and CSS.

JavaScript has been used for creating a custom sticky header that changes when scrolling down on each page. Furthermore, custom HTML and CSS have been used to redirect users to WhatsApp direct message, email and direct call from mobile. Creation of a custom Blog with SEO implementation for each post. Creation of social media buttons, creation of Facebook business page and Youtube private channel, linking them with the relative buttons present in header and footer.

Akhtar Gondal, the owner, is a Barrister-at-Law (Lincoln's Inn). He is a very energetic and charismatic person who loves to help people moving to the UK.

Linkedin profile: <https://www.linkedin.com/in/akhtar-gondal-838a1737/>

### **Training post-MSc / Software Engineer**

OCT 2021 - PRESENT, LONDON

Engaged in ongoing professional development through courses on the Udemey platform, focusing on Javascript, HTML, CSS and REACT JS framework. Actively built websites and plugins using WordPress CMS, Elementor builder, PHP, JavaScript and CSS while gaining knowledge with Node.js. Demonstrated proficiency in version control systems, including GitHub and Git. Committed to continuous learning and skill improvement in the dynamic field of front-end and back-end development.

### **Self-employed / Math Tutor (LONDON)**

JULY 2018 - SEPT 2020, LONDON

- Provided high-school math tutoring to 20+ students, leading to a 15%

improvement in students' overall math grades.

- Contributed to the academic success of students, with a 100% pass rate in high-school mathematics.

Provided high-school math tutoring to students displaying advanced math and physical skills.

Committed to elevating students' comprehension and mastery to the highest standards of excellence in high-school mathematics.

Contributed to the academic success of students by providing tailored math tutoring services.

### **Self-employed / Math Tutor and School Teacher (MILAN - ITALY)**

JULY 2008 - JUL 2018, MILAN, ITALY

- Offered personalized math tutoring to high school students spanning different grade levels.
- Emphasized advanced math and physical skills in the tutoring sessions.
- Conducted in-person tutoring services for optimal engagement and learning outcomes.

### **Cattaneo Impianti/ Apprentice Maintenance-Software engineer (MILAN - ITALY)**

JAN 2017 - MAY 2017, LOMAZZO (CO), ITALY

- Implemented IBM Maximo asset management software, resulting in a 20% reduction in machine downtime.
- Collaborated with the IBM database team to adhere to industry standards, ensuring compliance with Norm CEI EN 50110-1 and Norm CEI 11-27 Edition 2014.

Implemented IBM Maximo asset management software in Solvay Spa and Henkel plants to improve predictive maintenance of electrical-mechanical equipment.

Collaborated with the IBM database team, adhering to Norm CEI EN 50110-1 and Norm CEI 11-27 Edition 2014 standards.

Reduced machine downtime and improved quality maintenance through the implementation of predictive maintenance systems.

### **Matic Plast / Internship Plant-Software Engineer**

MARCH 2013 - SEPT 2013, CARUGATE (MI), ITALY

- Implemented Microsoft Navision software and the production scheduler Nicim, contributing to a 10% increase in production efficiency.
- Collaborated with informaticians and production engineers, optimizing working loads, priority, assembly, and technologies.

Implemented Microsoft Navision software and the production scheduler Nicim for injection-molded thermoplastic products.

Collaborated with informaticians and production engineers, evaluating working loads,

priority, assembly, and technologies.

Contributed to the efficient production of thermoplastic products through the implementation of software solutions, documented in university thesis.

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## Skills Summary

- HTML, CSS, JavaScript (ES6), WordPress, Elementor, PHP, SEO strategies, custom WP-theme, custom plugins, TypeScript, React, Redux, NodeJS, PHP, SQL, MySQL, Docker, Git
- Italian (Native), English (fluent)
- Sports: black belt karate shotokan, kick-boxing, jujutsu, judo, jogging, football, volleyball, swimming

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## Education

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### City Lit / Course

Web development: introduction to React (Course code: CWDS08)

FEB 2024 - APR 2024, LONDON, UK

Aiming to strengthen and expand my proficiency in React, a crucial front-end tool within the software engineering domain.

### Udemy / Course

Becoming a WordPress Developer: Unlocking power with code

SEPT 2022 - MARCH 2023, LONDON, UK

Learn PHP, JavaScript, WordPress theming & the WP REST API to create custom and interactive WordPress websites.

### Swansea University / Master of Science Mechanical Engineer (Distinction)

SEPT 2020 - SEPT 2021, SWANSEA, WALES, UK

Dissertation title: "Victory prediction of a men's professional boxing bout and identification of key performance parameters". Application of machine learning techniques to quantify and characterize head impact in boxing. Statistical analysis on databases, searching for key performance parameters to validate research hypotheses. Matlab statistical analysis on database.

### Politecnico di Milano / Bachelor of Science Mechanical Engineer (MILAN)

SEPT 2008 - SEPT 2013, MILANO, ITALY

Dissertation in support for the implementation of an advanced system for production planning, the software Microsoft Navision and the production scheduler software Nicim at Matic Plast.