

ASIF RASOOL

Senior Full-Stack Developer | Laravel • React/Next.js • WordPress • AI Automation

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PROFESSIONAL SUMMARY

Senior Full-Stack Developer and Chief Technology Officer with 12+ years of experience and 100+ projects delivered for clients in the USA, UK, Australia, UAE and Pakistan across multiple industries. Builds custom web applications, SaaS products, e-commerce stores and LMS platforms with PHP/Laravel, Vue.js, React/Next.js, WordPress, Shopify and Webflow. Handles the full lifecycle from architecture and development to AWS/VPS deployment, technical SEO and analytics tracking. Recently focused on AI automation with n8n, the OpenAI SDK and agentic AI, including GoHighLevel (GHL) automations. Comfortable working with distributed teams across UK/EU and US time zones.

TECHNICAL SKILLS

Backend: PHP (OOP, MVC), Laravel, REST APIs, Web Services, MySQL, PDO, Database Design, Custom CMS Development

Frontend: React.js, Next.js, Vue.js, JavaScript, jQuery, AJAX, HTML5, CSS3, Tailwind CSS, Bootstrap, Responsive Design

CMS & E-commerce: WordPress (custom themes and plugins), Shopify (custom apps and themes), Magento, Webflow, Custom E-commerce, LMS

AI & Automation: Agentic AI, n8n, OpenAI SDK, LLM Integration, GoHighLevel (GHL) Automation, Workflow Automation

Cloud & DevOps: AWS, DevOps, VPS Setup and Administration, Shared Hosting, Server Deployment

SEO & Analytics: Technical SEO, Google Search Console, Google Tag Manager (GTM), Meta (Facebook) Pixel, Conversion Tracking

Leadership: Technical Leadership, Project Management, SaaS, IT Strategy, Consultancy, Code Review, Client Communication

PROFESSIONAL EXPERIENCE

Chief Technology Officer | Sitechs

Karachi, Pakistan • Aug 2021 – Present

- Lead the technology function and delivery of web, e-commerce, SaaS and AI automation projects for clients in the USA, UK, Australia, UAE and Pakistan.
- Define architecture and technology choices across Laravel, Vue.js, React/Next.js, WordPress, Shopify and Webflow based on each client's needs.
- Build AI automation with n8n, the OpenAI SDK and agentic AI workflows, including GoHighLevel (GHL) CRM automations that remove manual work for clients.
- Manage deployment and infrastructure on AWS, VPS and shared hosting, including DevOps setup and ongoing maintenance.
- Set up technical SEO, Google Search Console, Google Tag Manager and Meta Pixel tracking so clients can measure traffic and conversions.
- Own delivery end to end, including scoping, estimation, code review, deployment and client communication.

Project Consultant | Webefy Today

Hybrid • Mar 2024 – Present

- Advise on SaaS product planning, technical scope, architecture and delivery.
- Help translate client requirements into technical plans and realistic timelines.

Webnet Pakistan Pvt Ltd | Karachi, Pakistan

Oct 2017 – May 2024 • Promoted to Lead Developer

Lead Developer

May 2023 – May 2024

- Led the development team, setting technical direction, database design standards and IT strategy.

- Reviewed code, mentored developers and coordinated delivery of client projects.

Backend / CMS Developer

Oct 2017 – May 2023

- Built and maintained backend systems, custom CMS solutions and client websites using PHP, Laravel and MySQL.
- Designed database schemas and REST APIs for client projects across multiple industries.
- Developed custom e-commerce and WordPress solutions, including custom themes and plugins.

PHP Web Developer | Horizon Technologies

Karachi, Pakistan • Apr 2017 – Sep 2017

- Developed database-driven PHP web applications and features for client projects.
- Implemented analytics and tracking with Google Tag Manager.

Web Developer | Aekpani Networks

Karachi, Pakistan • Sep 2015 – Apr 2017

- Developed e-commerce websites on WordPress and Magento using PHP (MVC) and MySQL.
- Built responsive interfaces with Bootstrap, JavaScript, jQuery and AJAX.

Web Designer / WordPress Developer | Cyber Design

Karachi, Pakistan • May 2014 – Jun 2015

- Converted PSD designs into responsive HTML/CSS pages and custom WordPress themes.
- Built interactive front-end features with JavaScript and jQuery.

PROJECT HIGHLIGHTS

- **100+ projects delivered** for clients in the USA, UK, Australia, UAE and Pakistan across multiple industries.
- **Web applications and custom CMS:** Laravel and PHP applications with custom admin panels, REST APIs and database design.
- **E-commerce:** Shopify stores with custom development, custom-built e-commerce platforms, and WordPress and Magento stores.
- **Learning Management System (LMS):** built an LMS platform for online course delivery.
- **AI automation:** n8n and OpenAI workflows, including GoHighLevel (GHL) CRM automation.
- **Webflow:** 2 Webflow website projects.

EDUCATION

ACCP Pro (Software Engineering) — Aptech Computer Education, Karachi

Intermediate in Science (HSC) — Board of Intermediate Education, Karachi • 2014

CERTIFICATIONS

- Advanced PHP & Frameworks — CEP, Sir Syed University
- PHP Development — CEP, Sir Syed University
- Web Design — Info Channel