

MUBASHIR HASSAN

AI Transformation Leader | Full-Stack Developer | WordPress Expert | GEO/AEO/SEO Expert | 4x Founder

+92 322 2047786 | hello@mubashirhassan.com | mubashirhassan.com

linkedin.com/in/mubashirhassan | github.com/mubashirhassanpk | youtube.com/mubashirpk

Professional Summary

I have spent 10+ years building things that matter — production applications serving **60,000+ monthly users**, 4 profitable companies, and 100+ client websites that actually rank and convert. I built Web-HostingPK from scratch (now hosting 1,500+ websites with 99.9% uptime), grew StyleShop.pk by 500% in 2 years, and designed, built, or redesigned 100+ websites across 15+ countries. I master WordPress end-to-end: custom theme development, plugin engineering, WooCommerce stores, and website redesigns that deliver measurable ROI. My SEO work has achieved #1 local rankings, 3x organic traffic growth, and now extends into **GEO (Generative Engine Optimization)** and **AEO (Answer Engine Optimization)** — ranking clients inside ChatGPT, Perplexity, and Gemini. I ship MVPs in days using AI-powered development while maintaining production-grade quality. I do not just complete tickets — I move business metrics.

Core Competencies

WordPress and Web Development: WordPress (Expert), Custom Plugin Development (5+ plugins), WooCommerce (15+ stores), Website Design, Website Redesign, Website Migration, Performance Optimization (98+ PageSpeed), Mobile-First Responsive Design, PHP, JavaScript, HTML5/CSS3, MySQL

Full-Stack and App Development: React, Vue.js, Node.js, Python, TypeScript, MongoDB, Firebase, Chrome Extensions (Manifest V3, 10+ published), Web App Development (50+ apps), REST APIs, Cloudflare Workers

SEO, GEO, and AEO (Future Search): Technical SEO, Semantic SEO, Topical Authority, Local SEO and GMB, GEO (Generative Engine Optimization), AEO (Answer Engine Optimization), AI Overviews Optimization, ChatGPT/Perplexity/Gemini Ranking, Core Web Vitals (LCP/FID/CLS), Schema Markup, E-E-A-T, Site Migrations (zero ranking loss), Link Building

AI Leadership and Automation: AI Transformation Strategy, Prompt Engineering, Agentic Workflows, n8n Automation Pipelines, Claude API, OpenAI GPT-4, Gemini API, OpenRouter, RAG Systems, Custom AI Chatbots, LLM Direction

Vibe Coding (AI-Powered Dev, 20+ Tools): Cursor, Claude Code CLI, Bolt, Replit, V0, Lovable, Windsurf, GitHub Copilot

Infrastructure and Deployment: Vercel, Netlify, AWS, DigitalOcean, cPanel/WHM, WHMCS, Docker, Cloudflare, Linux VPS, Git/GitHub

Business and E-Commerce: WooCommerce, Shopify, Stripe, PayPal, JazzCash, Easypaisa, Google Analytics, Search Console, SECP/FBR Registered Founder, B2B Sales, Go-to-Market Strategy

Professional Experience

Founder and CEO

WebHostingPK.com

May 2024 – Present

Pindi Gheb, Pakistan

- Built a profitable web hosting company from scratch — now serving **1,500+ websites with 99.9% uptime**
- Architected the entire stack: cPanel/WHM infrastructure, WHMCS billing, DNS, SSL automation, backup systems
- Built a custom client portal that reduced provisioning time **from 2 hours to 5 minutes**
- Integrated all major payment gateways (JazzCash, Easypaisa, PayPal, Stripe) with fully automated 24/7 support
- Manages complete multi-server environment with load balancing and security hardening
- **Tech Stack:** Linux, cPanel/WHM, WHMCS, PHP, MySQL, Python automation

Founder and CEO

StyleShop (SMC-Private) Limited

Sept 2022 – Present

Islamabad, Pakistan

- Built SECP/FBR-registered e-commerce company and grew it **500% in 2 years**
- Designed, built, and continuously redesigned the complete WooCommerce platform: dynamic pricing, inventory management, order tracking
- Semantic SEO and GEO strategy **3x organic traffic** and positioned brand in AI search results (ChatGPT, Perplexity)
- Built AI-powered product recommendations that increased **conversion rate by 35%**
- Achieved **95+ PageSpeed score and 1.8s load time** through obsessive performance optimization; built 15+ custom WP plugins
- **Tech Stack:** WordPress/WooCommerce, PHP, JavaScript, MySQL, Payment APIs

Founder and Lead Developer

Reactly.site

Dec 2025 – Present

Islamabad, Pakistan

- Designed and built a React build service enabling developers to upload, build, and export production-ready static sites
- Engineered automated pipeline supporting React, Vite, Vue.js, Next.js, Node.js, Svelte, Angular
- Integrated with Vercel, Netlify, Firebase, Render, Cloudflare Pages, GitHub Pages, AWS Amplify
- Developed ZIP upload and GitHub URL import for seamless project submission

Founder and Lead Developer

Productivity Tools (Chrome Extensions and Web Apps)

2023 – Present

Islamabad, Pakistan

- Designed and shipped **10+ Chrome Extensions (2,500+ users, all 5.0-star rated)** and **20+ web apps (60,000+ monthly users)**
- **SEO Checker by Sekhlo (1,100+ users):** Analyzes 50+ SEO factors, schema, Core Web Vitals, AI-readiness scores
- **LinkedIn Video Downloader (588+ users):** Video extraction via Chrome APIs
- Top apps by traffic: QR Generator (5K/yr), Invoice Generator (7K/yr), AI Tools Gallery (15K/yr), Online Notepad (5K/yr)
- Zero-data-collection architecture across all tools; passed all Chrome Web Store Manifest V3 security reviews with zero issues
- **Tech Stack:** JavaScript/TypeScript, Chrome APIs, React, Node.js, MongoDB, Cloudflare Workers

Founder and Lead Instructor

Sekhlo.pk — Pakistan's First Modern Free LMS

2023 – Present

Islamabad, Pakistan

- Founded Pakistan's first modern LMS offering 100% free tech education — no subscriptions, no hidden costs
- Teaching: GEO/AEO/Semantic SEO and Topical Authority (5 batches completed), Vibe Coding, Chrome Extension Development, WordPress
- **5K+ monthly users** with zero advertising spend; mission: take learners from beginner to job-ready in real, in-demand skills

Digital Marketing and Web Dev Consultant

Car Masters Auto Service

2023 – Present

Doha, Qatar

- Manages complete GMB optimization and local SEO strategy for automotive service business in Qatar
- Results delivered: **24,330 profile views, 3,129+ direction requests, 750+ phone calls**
- Maintains **4.7-star rating (110+ Google reviews)** via active review management system
- Runs full social media strategy across Facebook, Instagram, and LinkedIn with automotive content

WordPress Developer, Web Designer and SEO Consultant

100+ International Clients | 15+ Countries | Remote/Global

2018 – Present

- Delivered **100+ website design, build, and redesign projects** across UK, Qatar, Pakistan, UAE,

USA, Canada — e-commerce, healthcare, real estate, SaaS, manufacturing, hospitality

- Average results delivered: **150% traffic increase, 96+ PageSpeed, 40% Core Web Vitals improvement, 25% CRO lift**, #1–#5 local rankings for 80% of local business clients
- Implemented GEO and AEO strategies to position clients inside ChatGPT, Perplexity, and Google AI Overviews
- **Whiteleys Cleaners (London, UK)**: Designed and built full website; achieved #1 local ranking, 1.04K clicks, 31.4K impressions; GMB: 3,045 profile views, 293 direction requests, 159 calls
- **WorldLink Trading (Qatar)**: Full website design and build — multilingual B2B site (English/Arabic), quote system, project portfolio showcase
- **Tripon Star Trading (Qatar)**: Website design and build — service catalog, project gallery, client inquiry automation, lead gen optimization
- What clients get: Modern responsive design, technical SEO, Core Web Vitals optimization, schema markup, SSL, CDN, backup automation, 90+ PageSpeed scores, and client training
- Built AI chatbots, content automation pipelines, and RAG systems for client businesses
- **Tech Stack**: WordPress, WooCommerce, Custom Themes/Plugins, PHP, JavaScript, MySQL, Analytics, Search Console

SEO Specialist and Technical Developer

Aug 2022 – Dec 2023

Xpert Solutions Qatar

Doha, Qatar

- Led technical SEO for 20+ client websites — achieved **150% average traffic increase**
- Built Python automation tools processing **10M+ data points monthly** for SEO audits
- WordPress performance optimization: **40% LCP improvement, 60% FID reduction**
- Conducted 5 enterprise site migrations with **zero ranking loss**
- Implemented semantic SEO using entity optimization, knowledge graphs, and structured data
- Created dashboards integrating Google Search Console, Ahrefs, SEMrush APIs

Managing Director and CEO

July 2019 – Jan 2023

Innovation Technology and College

Pindi Gheb, Pakistan

- Managed educational institution teaching web development, WordPress, programming, and digital skills
- Built LMS for student enrollment and course delivery; taught **1,000+ students** practical tech skills
- Developed curriculum for web development, WordPress, digital marketing, and SEO courses
- Many graduates now employed or freelancing successfully in web development and digital marketing

Head of Marketing and Sales

May 2021 – Aug 2022

PoSale — B2B SaaS Point of Sale

Pakistan

- Acquired **150+ clients** across Pakistan through targeted B2B campaigns
- Achieved **PKR 500,000+ revenue growth** through customer acquisition and upselling
- Developed go-to-market strategies for small-to-medium retail businesses
- Managed complete sales pipeline from lead generation to close

Social Media Manager

June 2019 – Present

Virtual University of Pakistan

Islamabad, Pakistan

- Managed social media for **100,000+ student community**; grew reach by 40%
- Created engagement strategies and content calendar for a large academic audience

Portfolio Highlights

WordPress and Website Projects — 100+ Sites Designed, Built, and Redesigned

- Custom themes (20+), WooCommerce stores (15+), business sites, landing pages, SaaS frontends
- All sites: 90+ PageSpeed, mobile-first, SEO-optimized, secure, production-grade
- Deployed on: Vercel, Netlify, AWS, DigitalOcean, Cloudflare, cPanel, VPS

Chrome Extensions and Web Apps — 10+ Extensions | 2,500+ Users | All 5.0-Star Rated

- SEO Checker by Sekhlo, LinkedIn Video Downloader, Inbox Mail Generator, GitHub File Uploader, Currency Converter
- Zero security vulnerabilities, 100% Chrome Web Store compliance, Manifest V3 architecture
- chromewebstore.google.com/detail/seo-checker-by-sekhlo

AI and Automation Projects

- Built AI chatbots, content generators, and SEO tools using OpenAI, Claude API, Gemini, OpenRouter
- Designed n8n automation pipelines replacing 40+ hours/week of manual business operations
- Implemented RAG systems for knowledge-based AI applications with real business use cases

Content Creation and Teaching

Tech Educator and Content Creator

YouTube Channel

2019 – Present

youtube.com/mubashirpk

- **3,750+ subscribers** | **330+ videos** teaching Vibe Coding, GEO/AEO, WordPress, Web Design, Semantic SEO, Chrome Extensions, Web and Mobile App Development
- Courses: “Vibe No-Code: Build Without Coding”, “Semantic SEO and Topical Authority” (5 batches completed)
- Building a community of learners who go from beginner to job-ready — websites launched, apps built, skills monetized

Key Achievements and Metrics

Business Impact:

- WebHostingPK: 1,500+ websites hosted, profitable from month 6, 99.9% uptime maintained
- StyleShop.pk: **500% revenue growth in 2 years**, 3x organic traffic via Semantic SEO and GEO
- Sekhlo.pk: 5K+ monthly users, zero advertising cost, Pakistan’s first modern free LMS
- Car Masters Qatar: 24,330 profile views, 3,129+ direction requests, 750+ phone calls generated
- Whiteleys Cleaners UK: #1 local ranking, 31.4K impressions, 1.04K clicks achieved
- 100+ websites designed, built, and redesigned across 15+ countries — average 150% traffic increase

Technical Quality:

- Zero critical security vulnerabilities across all 10+ Chrome extensions and 50+ web apps
- 99.9% uptime for 1,500+ hosted websites; average load time under 2 seconds
- 96+ PageSpeed scores consistently delivered across 100+ client projects
- 50+ third-party APIs successfully integrated; 5 enterprise migrations with zero ranking loss

Community and Reach:

- 3,750+ YouTube subscribers, 2,500+ Chrome extension users, **60,000+ monthly tool users**
- 1,000+ students trained at Innovation Technology College — many now employed or freelancing
- All tools built with zero paywalls — democratizing access to professional-grade software

AI Era Specializations

GEO — Generative Engine Optimization: I optimize content and brand presence to appear inside **ChatGPT, Perplexity, Gemini, and Google AI Overviews** — the next wave of search that most SEO agencies have not heard of yet. Near-zero competition in this space; I am already delivering measurable results for clients.

AEO — Answer Engine Optimization: Structuring content so AI chatbots cite your brand as the trusted answer. Entity optimization, E-E-A-T signals, schema markup, and topical authority — I implement the full stack to make brands the source AI models trust and reference.

WordPress and Website Design/Redesign: I design, build, and redesign WordPress websites that are fast (96+ PageSpeed), secure, mobile-first, and built to rank and convert. From WooCommerce stores to custom SaaS frontends — I own every layer: design, development, SEO, and performance.

AI Automation Engineering: I build n8n pipelines and Claude agentic workflows that automate lead generation, content production, customer support, and internal operations — saving businesses **40+ hours per week** of manual work.

Vibe Code Consulting: I help companies ship AI-assisted MVPs 5–10x faster by directing Cursor, Claude Code CLI, and V0 to produce production-ready, secure, scalable code — replacing the output of entire dev teams.

Professional Philosophy

Execution-Driven: I learn by building. Over 10 years, I have launched 50+ production applications, 100+ websites, and 4 profitable companies serving real users. I have mastered WordPress by building 100+ sites, learned SEO by ranking competitive keywords, and understood hosting by serving 1,500+ websites daily. Consistent execution compounds into expertise no classroom can teach.

Ownership Mindset: I do not just complete tickets — I own outcomes. If something breaks, I fix it. If a metric is not moving, I investigate and iterate. I measure success by business impact delivered, not hours logged.

Speed and Quality: Using AI-powered development, I ship MVPs in days while maintaining production-grade quality. My 10+ Chrome extensions have zero security vulnerabilities. My hosted websites maintain 99.9% uptime. Speed comes from knowing what matters: reliability, security, and performance.

Business Impact First: I build solutions that move metrics. My WordPress optimizations improved LCP by 40% because faster sites convert better. My semantic SEO grew traffic 3x because more visitors mean more revenue. Every feature I build serves a business goal.

Education and Certifications

Certifications:

- Search Engine Optimization Complete Specialization — 2022
- Entrepreneurship Fundamentals: Business Model and Startup Strategy — 2021
- Computer Hardware, Operating Systems and Networking — 2020
- First Steps Into Public Speaking — 2019
- 30+ additional courses completed through top online institutions (Udemy, Coursera, and others)

Self-Directed Learning — 10+ Years Continuous: I learn by building — 50+ production projects, official documentation (React, WordPress Codex, Claude API docs), online courses, open-source contribution, and cutting-edge AI development tools. Consistent execution compounds into expertise faster than any classroom.

What I am Looking For

Target Roles: WordPress Developer | WordPress Solutions Architect | Website Designer and Developer | Web Redesign Specialist | Web App Developer | Full-Stack Developer | AI Transformation Leader | GEO Specialist | AEO Specialist | SEO Manager | Technical SEO Engineer | Local SEO Specialist | GMB Optimization Lead | AI Automation Engineer | Vibe Code Consultant | AI Product Builder | AI Search Strategist | Growth Engineer | Product Engineer | Founding Engineer

Industries of Interest: E-commerce, SaaS, digital marketing agencies, WordPress-focused companies, SEO tools and platforms, AI/LLM application companies, web design studios, and any business that needs to compete in AI-driven search or needs high-performance WordPress websites that rank and convert.

Why Companies Hire Me:

I replace 3 hires with one. Most developers know frontend or backend. Most SEO specialists cannot code. Most WordPress experts skip business metrics. I master all three: WordPress/PHP (100+ sites), SEO (#1 rankings, 3x traffic, GEO/AEO), and business (4 companies, 500% growth, 150+ B2B clients). My WordPress optimizations hit +35% conversions, my SEO delivered 3x traffic, and I already rank brands inside ChatGPT and Perplexity — 60,000+ monthly users, 1,500+ sites hosted. Live businesses, not resume claims.