

MUHAMMAD MUFID

WORDPRESS DEVELOPER

Bandung | 081221207782 | contact@itsmufid.com | linkedin.com/in/muhammad-mufid | itsmufid.com

I am an experienced WordPress Developer specializing in building, optimizing, and maintaining WordPress-based websites. Proficient in page builders such as Elementor, WPBakery, and Divi, I focus on creating responsive designs optimized for performance, security, and SEO. Additionally, I have expertise in plugin configuration to enhance site functionality and provide ongoing maintenance to ensure websites remain secure, efficient, and up-to-date.

WORK EXPERIENCE

WEB DEVELOPER & SEO

PT. PMA Aqualine, Bali | Nov 2023 - Dec 2024 (Full-time, Onsite)

- Maintained and managed website performance, ensuring optimal uptime and user experience.
- Performed regular backups using backup plugins to safeguard website data and prevent potential loss.
- Ensured smooth email operations on cPanel, troubleshooting and resolving issues promptly.
- Published articles on the website, ensuring content met AIOSEO/YOAST SEO green indicators set by the marketing team.
- Collaborated with management on research projects, identifying and recommending useful applications (e.g., automation tools, email backup solutions, and utility software) to streamline company operations.
- Assisted in the setup and management of Meta Ads campaigns, contributing to the company's digital marketing efforts.

WORDPRESS DEVELOPER (FREELANCER)

Self-Employed | Jan 2020 - Present (Remote)

- Assisted in the setup and management of Meta Ads campaigns, contributing to the company's digital marketing efforts.
- Developed and designed websites and landing pages using WordPress, including various types such as blogs, company profiles, and e-commerce websites.
- Utilized page builders such as Elementor, WPBakery, and Divi to create responsive and user-friendly designs.
- Provided custom WordPress solutions based on client needs, including theme setup, plugin configuration, and SEO optimization to improve visibility and performance.
- Performed regular maintenance and updates to ensure websites remain optimal and secure.
- Collaborated directly with clients to understand business objectives and delivered tailored web solutions, from planning to launch.

IT SUPPORT

Wisataaceh.id, Aceh | Oct 2023 – Dec 2023

- Responsible for maintaining and managing the performance of the Wisataaceh.id website, ensuring smooth operation and security.
- Conducted SEO analysis and optimizations based on Yoast SEO guidelines to enhance search rankings and website visibility.
- Updated and optimized website content to achieve optimal SEO scores, improving overall site performance.

WORDPRESS DEVELOPER

Jasawebsite.biz, Bandung | Jan 2018 – Feb 2020 (Hybrid)

- Designed, developed, and customized WordPress websites for clients across various industries.
- Worked collaboratively with the design team to ensure sites were visually appealing and user-friendly.
- Managed plugin configurations and ensured website security and performance.

INTERNSHIP

CONTENT CREATOR

Buddyku, MNC Group | Feb 2022 - Apr 2022 (Remote)

- Created articles and slide content based on mentor's direction, with a target of 2 pieces of content per day.
- Optimized content to meet audience needs and established standards.

SEO CONTENT WRITER

Mengenal Indonesia | Jan 2022 - Mar 2022 (Remote)

- Optimized content to meet audience needs and established standards.
- Wrote SEO-optimized articles on various topics, following SEO guidelines and keyword strategies.
- Ensured articles were aligned with SEO best practices for better online visibility and engagement.
- Collaborated remotely to meet editorial goals and deadlines.

CORE SKILLS

WEB DEVELOPMENT

- Wordpress.

SEO & DIGITAL MARKETING

- SEO On-Page & Off-Page
- Google Analytics, Google Search Console
- Ahref, SEMRUSH & Ubersuggest
- Content Strategy & Optimization

DESIGN TOOLS

- Adobe Photoshop
- Canva

PROJECT MANAGEMENT & COLLABORATION

PROJECTS MANAGEMENT TOOLS

- Trello
- Microsoft Project
- Infinity

COLLABORATION

- Pumble
- Notion
- Google Workspace

EDUCATION

BACHELOR OF SHARIAH FINANCIAL MANAGEMENT

UIN Sunan Gunung Djati Bandung | 2019 - 2023

- **IPK:** 3,51 (Cum Laude)
- **Relevant coursework:** Islamic Financial Principles, Investment & Risk Management, Financial Accounting.

VOCATIONAL HIGH SCHOOL (SMK)

SMKN 7 Baleendah | 2016 - 2019

- Major: Software Engineering
- Focus on web development

LANGUAGE

- Bahasa Indonesia (Native)
- English (Intermediate)