

# SHAHADAT HOSSAIN

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[LinkedIn](#) | [GitHub](#) | [Portfolio](#)

## PROFESSIONAL SUMMARY

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Results-driven WordPress Web Developer and Meta Ads Specialist with hands-on experience building high-performance, conversion-focused websites and managing data-driven advertising campaigns. Skilled in custom WordPress development using Elementor and premium templates, technical SEO with Rank Math, and site speed optimization via WP Rocket. Proven ability to implement Meta Pixel and Conversions API (CAPI) for accurate event tracking, and to design lead generation funnels that convert. Combines strong English communication, AI-tool fluency, and an analytical, results-oriented approach to deliver measurable ROI for clients.

## CORE SKILLS

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- WordPress Development: Elementor (Page Builder), Custom & Premium Theme Implementation, Responsive Design
- SEO Optimization: Rank Math (On-Page SEO, Schema Markup, Technical SEO Audits)
- Performance Optimization: WP Rocket (Caching, Core Web Vitals, Page Speed Optimization)
- Meta Pixel Setup: Custom Event Tracking (ViewContent, AddToCart, Lead, Purchase)
- Meta Conversions API (CAPI): Server-Side Event Tracking, Event Match Quality Optimization
- Meta Ads Management: Campaign Strategy, Audience Targeting, A/B Testing, Retargeting
- Lead Generation: Landing Page Design, Conversion Funnels, Lead Capture Forms
- Productivity & AI Tools: MS Office (Word, Excel, PowerPoint), AI Tools (ChatGPT, Claude)
- Communication: Strong English Proficiency (Reading, Writing, Speaking)

## PROFESSIONAL EXPERIENCE

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### Freelance WordPress Developer & Meta Ads Specialist

2025– Present

- Designed and developed WordPress websites using Elementor, integrating premium templates tailored to client branding and goals.
- Implemented Rank Math SEO across client sites, improving on-page SEO structure, metadata, and search visibility.
- Configured WP Rocket for caching and performance optimization, improving page load times and Core Web Vitals scores.
- Set up Meta Pixel with custom event tracking (ViewContent, AddToCart, Purchase, Lead) and validated accuracy via Meta Events Manager.
- Implemented Meta Conversions API (server-side tracking) to improve event match quality and ad delivery optimization.
- Managed Meta Ads campaigns with audience targeting, A/B testing, and creative iteration to improve campaign performance.
- Built lead generation landing pages and conversion funnels integrated with WordPress to capture and convert qualified leads.
- Used AI tools (ChatGPT, Claude) to streamline content creation, troubleshooting, and campaign reporting workflows.

## EDUCATION

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### Government Mujib College

Higher Secondary Certificate (HSC) – Commerce Stream

## LANGUAGES

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Bengali (Native) | English (Professional Working Proficiency)

## **REFERENCES**

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Available upon request