

Irfan Gulzar

Senior Web Developer & AI Automation Specialist | Founder, IrfanX

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PROFESSIONAL SUMMARY

Senior web developer and AI automation specialist with 6+ years of experience building fast, revenue-focused websites and intelligent systems for businesses. Delivered 50+ websites, grown client organic traffic by up to 150%, and ranked 200+ competitive keywords on Google's first page. I combine modern web development (MERN stack, WordPress) with AI automation - chatbots, workflow automation, and content systems - so clients get websites that do not just look good, they sell and save time.

KEY RESULTS

- Boosted client organic traffic by 150% within 12 months through technical SEO and content strategy
- Built and launched 50+ websites (100+ WordPress projects delivered on Fiverr, 95% client satisfaction)
- Increased client revenue by 40% with data-driven SEO and AI-powered content strategies
- Ranked 200+ competitive keywords on Google's first page
- Cut content production time by 60% by building AI-assisted content workflows

CORE SKILLS

Web Development: React, Node.js, MongoDB (MERN), WordPress, WooCommerce, HTML/CSS/JavaScript, PHP

AI & Automation: AI chatbots, workflow automation, AI content systems, API integrations

SEO: Technical SEO, entity-based SEO, keyword research, competitor analysis, CRO

Supporting: Website speed optimization, Google Analytics & Search Console, web scraping, MSSQL, Git

EXPERIENCE

Founder - IrfanX (2020 - Present)

- Design and build high-speed custom websites and AI automation systems for businesses
- Build AI chatbots and workflow automations that cut manual work for clients
- Run SEO strategies that grow organic traffic and inbound leads

Web Developer - Fiverr.com (2016 - Present)

- Delivered 100+ WordPress projects with 95% client satisfaction
- Developed a Sales System ERP (ASP.NET, C#.NET, MSSQL) and full-stack web applications
- Improved system performance by 30% through database optimization; built secure backup processes cutting data loss incidents by 50%

SEO Content Writer & Strategist - Fiverr / Freelancer (2020 - 2022)

- Wrote and optimized 500+ SEO articles and web pages
- Content strategies produced a 40% increase in lead generation for clients

SELECTED PROJECTS

Scaleonic (scaleonic.com) - Co-founder & technical lead; company platform and client delivery systems

PakUni (pakuni.org) - Educational resources platform; SEO architecture and content systems

E-commerce builds - WooCommerce stores with payment integration, product SEO and optimized UX

EDUCATION

Degree in Information Technology - The Islamia University of Bahawalpur (IUB)

Certificate: Full Stack Web Development & SEO - GTC (2021 - 2022)

LANGUAGES

English (professional), Urdu (native), Hindi (conversational)