

# MD KHAIRUL ISLAM

khairulcoder@gmail.com | 01602718435 | khairulcoder.com

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## SUMMARY:

Expertise in WordPress, Shopify, WooCommerce, and Tutor LMS. Proven success in transitioning businesses online, boosting sales, and building trust through custom websites and digital strategies. Skilled in Facebook ads, website optimization, and delivering results. Passionate about driving growth through innovation.

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## TECHNICAL SKILLS:

WordPrss, Shopify, Facebook

2025- Present

- **Web Development:** WordPress, Elementor, WooCommerce, Tutor LMS, (HTML, CSS, JavaScript basic)
  - **E-Commerce:** Shopify, WooCommerce, Payment Gateway Integration, Dropshipping (AliExpress)
  - **Digital Marketing:** Facebook Ads Conversion API, (Leads, Sales, and Other Ads), SEO, Google Analytics
  - **Graphic Design:** Canva, Figma
  - **Tools:** VS Code, Facebook Ads Manager, Search Console
  - **Other:** Website Speed Optimization, Security Enhancements, Bug Fixing
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## EXPERIENCE:

Gainer Digital

2025 – Present

- Designed and developed custom websites to help offline businesses transition and grow online, resulting in increased sales and customer trust.
- Redesigned and optimized existing websites, improving functionality, user experience, and sales performance.
- Built e-commerce websites using WooCommerce and Shopify, set up payment gateways, customized checkout processes, and managed product listings.
- Created Learning Management Systems (LMS) using Tutor LMS, including test results systems and payment integration.
- Developed dropshipping websites, integrated with AliExpress, and streamlined product imports for smooth operations.
- Fixed bugs, optimized website speed, and enhanced security for optimal performance.
- Managed Facebook Ads campaigns to drive engagement, traffic, leads, and sales for clients.
- Designed social media banners, graphics, and landing pages using Canva and Figma to support marketing campaigns.
- Collaborated with cross-functional teams to deliver projects on time and meet client expectations.

Freelance

2022 – Present

- Created and managed Facebook pages, Instagram profiles, and YouTube channels to boost brand visibility.
- Ran targeted Facebook ads to generate leads, traffic, and sales.
- Optimized SEO and integrated Google Analytics to enhance organic traffic and rankings.
- Provided website maintenance, updates, and troubleshooting for smooth performance.