# SAFAT ALNUR

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February 14, 2026

Dear hiring manager:

I am writing to apply for the Senior WordPress Developer position posted on your website. With over five years of professional experience designing, developing, customizing, deploying, and maintaining WordPress-based websites, I bring strong technical skills and a proven ability to deliver reliable, scalable solutions ranging from basic websites to complex, multinational e-commerce platforms.

In my current role as a Full Stack Developer, I am responsible for developing multiple custom WordPress websites using a mobile-first approach, including custom theme and plugin development tailored to various departmental needs and extending functionality beyond WordPress core features. I collaborate closely with project owners and design team members to deliver responsive websites using HTML, CSS3/SCSS, JavaScript, and PHP, while ensuring all sites meet WCAG 2.2 AA accessibility standards. Throughout the development process, I adhere to best practices for performance, security, and SEO. My responsibilities also include maintaining version control for projects using Bitbucket, as well as setting up a2Hosting VPS servers from scratch using the LEMP stack (Ubuntu Linux, Nginx, MySQL/MariaDB, and PHP), and deploying and maintaining WordPress websites.

In addition, I have extensive experience setting up development stacks for Magento 2 sites and maintaining local development environments using LAMP, MAMP, and WSL2-based Windows systems. I am responsible for initializing Magento 2 installations from scratch and integrating them with Magento Cloud Enterprise services using the Magento Cloud CLI to support colleagues and new developers joining the team. My responsibilities also include installing and maintaining Magento 2 extensions, configuring multi-region websites for five global markets, and building landing pages using Magento 2 Page Builder.

Moreover, I am currently working on migrating two of our e-commerce websites to an enterprise-level Shopify platform, where each site supports sales across six international regions. In these projects, I develop and maintain custom Shopify themes using GitHub for version control, enabling effective collaboration with other developers. Additionally, I have extensive hands-on experience creating reusable sections and blocks using the Liquid template language.

Furthermore, I bring a strong sense of ownership and attention to detail to every project, along with a collaborative mindset and the ability to work effectively with cross-functional teams, designers, and developers to translate business requirements into reliable technical solutions. I am a fast learner who continuously improves development processes by staying current with best practices across WordPress, Magento 2, and Shopify.

I would welcome the opportunity to discuss how my experience and skills can contribute to the success of your team and your clients, and I look forward to the possibility of speaking with you. Thank you for your time and consideration.

**Sincerely,**


**Safat Alnur**

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## OBJECTIVE

Solutions-focused and enthusiastic professional with expertise in writing clean, well-documented, efficient code and in developing scalable web applications using PHP-based WordPress and Magento 2 platforms. Experience in customizing Shopify themes using Liquid template language. Possess working knowledge and hands-on experience with React.js, Node.js, Express.js, and Python/Django frameworks. Adept at implementing innovative digital solutions, transforming user requirements into clear software specifications, and diagnosing and resolving bugs to improve code reliability. Proven ability to collaborate with technical teams and manage multiple concurrent projects within defined scope and timelines.

## KEY SKILLS

| | |
|---|---|
| Operating Systems: | macOS, Windows 10/11, Linux (Ubuntu) |
| Frontend Technologies: | HTML, CSS, SCSS, LESS, Bootstrap, JavaScript (ES6+), jQuery, React.js, React-Native |
| Backend & APIs: | PHP, Node.js, Express.js, Python (Django), RESTful APIs, AJAX |
| CMS & E-commerce Platforms: | WordPress, Magento 2, Shopify (Liquid theme development) |
| Databases and Data Technologies: | MySQL, PostgreSQL, MongoDB, GraphQL |
| Cloud & Hosting Platforms: | AWS, Magento Cloud, Shopify (SaaS) |
| Development Environments & Stacks: | LAMP, LEMP, MERN, WAMP, MAMP, XAMPP |
| Build Tools & Package Managers: | npm, Composer, Yarn, Gulp, Webpack |
| Design & Prototyping Tools: | Figma, Adobe XD, Adobe Photoshop, Adobe Illustrator |

## EXPERIENCE

**Full-Stack Developer**                                                                    **Jan 2022 – Present**
Lenbrook Group of Companies

- Collaborate with project owners, cross-functional teams, designers, other developers, and non-technical stakeholders to gather requirements, perform needs analysis and deliver user-friendly, visually appealing, and responsive websites aligned with industry best practices.
- Design and prototype websites using Figma, working independently and in collaboration with UX/UI designers to deliver optimal user experiences.
- Conduct user interviews and translate business needs into detailed functional and technical requirements.
- Perform system analysis and produce functional designs, workflow diagrams, and technical documentation to support modelling, scripting, programming, testing, deployment, and Agile development workflows.
- Develop custom WordPress and Shopify themes, templates, and features from scratch using clean, well-documented, and efficient code with PHP, HTML, CSS, SCSS, LESS, JavaScript (jQuery), AJAX, XML, and Liquid.

- Experience developing custom WordPress plugins and extend the WordPress admin dashboard with functionality beyond core features.
- Troubleshoot, debug, and resolve software defects to ensure stability, performance, and a seamless user experience.
- Optimize codebases to improve websites performance, page speed, scalability, and SEO.
- Ensure websites comply with WCAG 2.2 AA accessibility standards in accordance with AODA Communications and Information Standards, including but not limited to colour contrast, focus states, form labels, error messaging.
- Extensive experience setting up PHP full-stack development environments such as LAMP, MAMP, XAMPP, and WSL2-based Windows on local machines, as well as deploying and hosting Linux-based VPS servers on a2hosting, and IONOS.
- Deploy and manage WordPress sites on AWS and Magento 2 websites on Magento Cloud.
- Utilize package managers and build tools such as npm, Composer, Yarn, Gulp, Webpack to manage dependencies and optimize build workflows.
- Prepare technical documentation, SOPs, and code change logs to support long-term maintenance and knowledge sharing.
- Install, configure, and maintain databases including MySQL, MariaDB, PostgreSQL, and MongoDB.
- Apply a deep understanding of the Software Development Life Cycle (SDLC) to deliver reliable and scalable solutions.
- Manage source control using Git across GitHub, Bitbucket, and GitLab, including code reviews and collaborative workflows.
- Present system walkthroughs and demonstrations during project review and stakeholder meetings.
- Review peer codes and provide constructive feedback to improve code quality, performance, and team efficiency.
- Perform regularly backups, updates, vendor patching, and system testing for WordPress, Shopify, and Magento 2 platforms to ensure compatibility and system integrity.
- Conduct websites audits and implement SEO best practices to improve search visibility and performance.
- Implement Google Tag Manager (GTM) with custom variables, triggers, and tags, integrating GA4 for event tracking and analytics.
- Lead and collaborate with multidisciplinary teams across Canada and offshore locations, providing technical guidance and architectural input in a project-based environment.

**Full-Stack Developer & IT Support**                                                    **Dec 2020 – Jan 2023**

Innovibiz Inc.

- Coordinated with clients and designers to conduct needs analysis and produce detailed component and system designs.
- Generated program specifications and technical documentations using cases, business process models, and swim-lane process.
- Designed, developed, tested, and deployed responsive, mobile-first websites using HTML5, CSS3, JavaScript, jQuery, Bootstrap, and PHP-based back-end frameworks.
- Performed comprehensive testing, including unit, system, integration, performance, security, and usability testing, to ensure system reliability and functional integration.
- Delivered post-implementation support through system walk-throughs, troubleshooting, technical assistance, and end-user training.
- Presented, demonstrated, and recommended tailored system solutions to corporate clients by researching and evaluating software and hardware requirements.
- Researched and evaluated technical solutions by contributing to business cases, RFI/RFP/RFQ documentation, and technical reports while ensuring compliance with security and privacy standards.

**Lead WordPress Developer • Freelance**                                                    **July 2020 – June 2023**

Client: The Neighbourhood Organization and St. James Town   (Jan 2021 – June 2023)

- Collaborated with project owners to ensure the efficiency and effectiveness of product and website designs.
- Implemented and customized WordPress themes and plugins to deliver responsive, mobile-friendly websites compliant with AODA, WCGA2.2 AA accessibility standards.
- Researched, evaluated, and recommended best practices for application services, future system growth, supported by detailed work plans.
- Maintained and upgraded WordPress themes and plugins on a regular basis, while contributing to statement of work, project plans, status reports, and risk identification and mitigation planning.

Client: Fit for Life Wellness and rehab Clinic  (July 2020 – Dec 2021)

- Collaborated with the client and designers to improve website UI/UX, and overall functionality.
- Modified and upgraded legacy code in accordance with new design specifications.

Client: Silly Walker  (Mar 2020 – Aug 2020)

- Developed a large-scale hybrid mobile application using React Native, Node.js, Express.js, and GraphQL, implementing JWT Authentication and participating in full SDLC.
- Designed, coded, and implemented reusable JavaScript libraries and shared components.
- Configured and administered Version Control using GitHub and GitLab.
- Tested, identified and resolved critical coding issues using debugging tools.

Client: BeAwesome Shoppe  (Dec 2019 – Feb 2020)

- Deployed a custom WordPress website using PHP, HTML5, CSS3, JavaScript, Sass, Gulp, within MAMP environment, following DRY principles and web security best practices.
- Collaborated with designers and developers using Adobe XD to deliver a full-stack solution from requirements gathering throught final deployment within tight timelines and quality standards.

**Full Stack Application Developer • RED Academy / General Assembly**                        **Sept 2019 – July 2020**

- Developed a CRUD-based web application using  Python/Django, including authentication system.
- Designed, and implemented responsive REST-full APIs and front-end integrations using AJAX, JSON, jQuery, Node.js, Python, and React.

**Accessible Vehicle Operator • CO-OP Taxi under TTC Wheel-Trans**                          **Sept 2009 – Sept 2019**

- Demonstrated strong working knowledge of the Accessibility for Ontarians with Disabilities Act (AODA) while providing safe, reliable, and accessible transportation services to passengers with diverse needs.

## EDUCATION

- **SOFTWARE ENGINEERING IMMERSIVE DIPLOMA**
  GENERAL ASSEMBLY, TORONTO, ON (JULY 2020)
- **B.Sc. CHEMISTRY**
  UNIVERSITY OF BUFFALO, BUFFALO, NY (JUNE 2008)

## REFERENCE

Available upon request