

USAMA AFZAL

AI Automation Engineer | Full Stack Developer | Digital Growth Strategist

Fiverr Vetted Pro

ABOUT ME

Full Stack Developer, AI Automation Engineer, and Digital Marketing Specialist with 8+ years of experience building scalable web applications, AI-powered business automation, eCommerce platforms, and high-converting marketing systems.

I specialize in Shopify, WordPress, custom web applications, AI agents, workflow automation, API integrations, and performance marketing. I help businesses automate operations, increase conversions, and scale through technology and data-driven marketing.

SKILLS

DEVELOPMENT

- Full Stack Development ★★★★★★
- Shopify Development ★★★★★★
- WordPress Development ★★★★★★
- Web Applications ★★★★★★
- API Integration ★★★★★★

AI & AUTOMATION

- AI Automation ★★★★★★
- AI Agents & Voice AI ★★★★★★
- Business Process Automation ★★★★★★
- Workflow Automation ★★★★★★

MARKETING

- SEO ★★★★★★
- Meta Ads ★★★★★★
- Google Ads ★★★★★★
- TikTok Ads ★★★★★★
- CRO & UX ★★★★★★
- Email Marketing ★★★★★★

GLOBAL CLIENTS

USA | UK | Europe | Middle East

CONTACT



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www.websiteprism.com

CERTIFICATES

- GOOGLE CLOUD AI AUTOMATION - 2026
- OPENAI AI AUTOMATION - 2026
- META CERTIFIED DIGITAL MARKETING ASSOCIATE - 2025
- META ANDROID DEVELOPER - 2025
- GOOGLE CLOUD AI AUTOMATION - 2025
- SHOPIFY PARTNER ACADEMY - 2025
- GOOGLE ANALYTICS (GA4) - 2025
- GOOGLE SEARCH CONSOLE - 2025
- SEMRUSH TECHNICAL SEO - 2024
- FIVERR VETTED PRO - SHOPIFY DEVELOPER

WORK EXPERIENCE

FIVERR VETTED PRO - SHOPIFY DEVELOPER

2018 - PRESENT

- Built 550+ high-converting Shopify stores
- Shopify Plus & Shopify 2.0 Expert
- Technical SEO & Core Web Vitals Optimization
- CRO & Sales Funnel Optimization
- API Integrations & Custom Development

FOUNDER - WEBSITEPRISM

2020 - PRESENT

- Delivered 700+ projects worldwide
- Shopify, WordPress & Custom Web Development
- AI Automation & Business Process Automation
- SEO & Performance Optimization
- Digital Marketing Strategy
- Meta, Google & TikTok Advertising
- Creative Design & Conversion-Focused Landing Pages

WORDPRESS DEVELOPER & DIGITAL MARKETING SPECIALIST

2017 - Present

- Custom WordPress Development
- WooCommerce Development
- Technical SEO
- Website Speed Optimization
- Facebook & Instagram Ads
- Google Ads Campaign Management
- TikTok Ads
- Email Marketing Automation
- Analytics & Conversion Tracking (GA4, Meta Pixel, GTM)

ACHIEVEMENTS

- 🏆 Fiverr Vetted Pro
- 🌐 900+ Projects Delivered
- 🧠 AI Automation & AI Agent Specialist
- 💻 Full Stack Web & Application Developer
- 🛒 Shopify & WordPress Expert
- 📊 Performance Marketing & SEO Specialist
- ⚡ 200+ Website Speed Optimizations