MOHSIN BOHRA

Senior WordPress & WooCommerce Developer

Contract · Hourly · White-label for agencies

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mbohra.com/my-portfolio

13+	100+	100%	91	15
years on WordPress	clients	Job Success	Upwork jobs	contracts, one agency

PROFILE

WordPress and WooCommerce developer with **13+ years** of client work and **100+ clients** across New Zealand, Australia, the UK, Europe and the US. **Top Rated on Upwork with 100% Job Success**; one NZ/AU agency partner has hired me for **15 separate contracts**. I build and launch stores, migrate sites off Magento, run multilingual (WPML) shops, fix speed and security problems, and keep sites healthy on monthly care plans. Agencies use me white-label: their client, their brand, my hands.

EXPERIENCE

Founder & Senior WordPress Developer — Sep 2022 – Present

MBohra (own studio) · Remote · Top Rated on Upwork, 100% Job Success

- Migrated a **New Zealand car dealership from Magento to WooCommerce** as an enquiry-only catalogue: **234 products, 46 categories**, editable by the client's own team.
- Maintain **four multilingual WooCommerce shops** (Estonian, Russian, Finnish) for an Estonia/Finland brand for years; fixed a WPML import crash, built product bundles, now on a **monthly care plan**.
- Built a seasonal NZ WooCommerce store ahead of Christmas; the client reported it **hit its sales target**.
- Delivered the launch of **evpower.net.au** (Australia, Nov 2025) with the delivery agency.
- Cloned **handwritingbot.com.au** to UK and US domains and keep blog and video content in sync.
- Worked a full launch change list for an NZ lighting retailer on Woodmart: Stripe, product add-ons, site-wide SKU hiding.
- **White-label developer for agencies**, including repeat 5-star work on innovate4cities.org.

Senior Software Engineer (WordPress / UI) — Oct 2021 – Jun 2022

eWorkplace Apps India Pvt. Ltd., Indore

Web (UI) Developer → Senior Software Engineer — Jun 2017 – Sep 2021

Basecamp Startups Pvt. Ltd., Indore · same BatchMaster Software group; transferred Oct 2021

- Built and ran the websites of **six B2B software brands** (ERP / SaaS) from PSD to custom WordPress themes: batchmaster.com, optiproerp.com, eworkplaceapps.com and more.
- Produced **PPC landing pages, webinar and press-release pages** for the marketing team.
- Owned speed optimisation, on-page SEO, security hardening and plugin/API customisation.

CORE SKILLS

WordPress

Custom themes · PSD/Figma → WP · ACF Pro · CPTs · Multisite · REST API

WooCommerce

Store builds · Stripe & gateways · Checkout · Add-ons & bundles · Woodmart

Migration & multilingual

Magento → WP · Wix/Squarespace → WP · WPML · Multi-domain

Speed & security

Core Web Vitals · Caching · Malware cleanup · Wordfence · Sucuri

Front end

HTML5 · CSS3 · JavaScript · jQuery · Bootstrap · React (basic)

Builders & tools

Elementor Pro · Divi · WPBakery · Gravity Forms · Git · Yoast / Rank Math

LIVE OVERLAP

Australia / NZ	afternoons
UK / Europe	full morning
United States	async handover

EDUCATION

Master of Computer Applications
RGPV, Bhopal · 2013

Bachelor of Computer Applications
MCRPV, Bhopal · 2010

EXPERIENCE (CONTINUED)

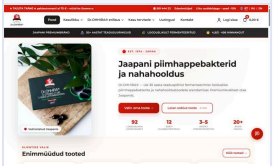
Earlier roles

2013 – 2017

Front End Developer · 52nd, Indore	Dec 2014 – May 2017
Web & Graphic Designer · Adisoftin, Indore	Apr 2014 – Nov 2014
Junior Software Developer · SB Infotech, Indore	Mar 2013 – Apr 2014

SELECTED WORK

ohhira.ee



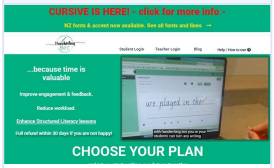
4 shops, 3 languages
WooCommerce + WPML, monthly care · EE/FI

evpower.net.au



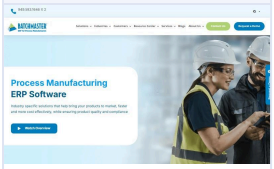
EV Power Australia
Built with the agency, launched Nov 2025

handwritingbot.com.au



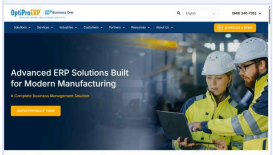
One site, 3 countries
AU site cloned to UK & US domains

batchmaster.com



BatchMaster ERP
Custom theme, PPC & webinar pages

optiproerp.com



OptiPro ERP
B2B SaaS marketing site

innovate4cities.org



Agency white-label
Repeat 5-star tasks

WHAT I DELIVER

Build & migrate
WooCommerce stores; Magento, Wix, Squarespace to WordPress; WPML shops

Monthly care plans
Updates, backups, security checks and small changes every month

Speed & rescue
Malware cleanup in 24 h, Core Web Vitals fixes in 48 h

Agency overflow
White-label, hourly or part-time, starting with a paid trial task

INDUSTRIES

E-commerce & retail · Automotive · EV & energy · Health & wellness · B2B SaaS / ERP · Education tech · Nonprofit · Real estate · Childcare · Lighting

CERTIFICATIONS

Magento 2: Core Principles for Theming
2017

Responsive Web Design in Magento 2
2017

LANGUAGES

English
Professional working proficiency

Hindi
Native

CLIENT VOICE

★★★★★

Mohsin is my go to guy for everything WordPress related. He doesn't miss and always impresses me with each project.

Upwork review · Sep 2025

★★★★★

Excellent contractor! Mohsin is absolutely amazing with his quality of work, communication and deadlines. He just gets it!

Upwork review · Dec 2023

HOW I WORK

Backup first
Staging copy before any change

Reply within a day
Usually 0–4 hours

Fixed quotes
Or a clear hourly estimate