Muhammad Abdullah

Full Stack Developer | Software Engineer | SEO Specialist

Seasoned Full Stack Developer, Software Engineer, and SEO Specialist with a proven track record in front-end and back-end development, API integration, and search engine optimization. Adept at automating complex processes using Python and App Script while delivering tailored SEO strategies to enhance search engine visibility and organic traffic. Expert in backlink building, guest posting, keyword research, and competitive analysis to drive impactful results for diverse clients.

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🔲 abdullahfalak007.github.io/Portfolio/

⭕ github.com/Abdullahfalak007

WORK EXPERIENCE

Junior Full Stack Developer
Cybergen, Faisalabad

06/2024 - Present

Achievements/Tasks
- Worked on AI-integrated projects for a USA-based client, enhancing front-end and back-end functionalities using MERN stack technologies.
- Collaborated with cross-functional teams to design scalable and efficient applications, focusing on performance and usability.

Automation Expert | Web Scraping Specialist
Fiverr

08/2023 - Present

Achievements/Tasks
- Designed automation frameworks and scripts using Python libraries like Selenium and BeautifulSoup to streamline repetitive tasks.
- Delivered solutions that improved operational efficiency for clients across diverse industries.

SEO Specialist
Freelance

Achievements/Tasks
- Executed SEO campaigns for clients by creating high-quality backlinks, guest posts, and keyword-optimized content.
- Published articles on authoritative sites to improve rankings, domain authority, and organic traffic growth.

Intern, Software Engineer
AmazeWorks Private Limited

05/2022 - 08/2022

Achievements/Tasks
- Actively participated in the development and enhancement of Belgium's premier ERP software, Odoo, focusing on customizing and refining the frontend components to improve user experience and functionality.
- Employed Python and XML extensively to design and implement user interface elements that are both functional and aesthetically pleasing, aligning with the software's architectural standards.
- Engaged in the integration of new modules and features, contributing to the system's adaptability and scalability across various business processes and requirements.

EDUCATION

Bachelor of Computer Science
Riphah International University, Faisalabad

10/2019 - 10/2023   *3.60*

SKILLS

MongoDB · Express.js · React.js · Node.js · React Redux / Redux Toolkit · JavaScript (ES6+) · TypeScript · HTML5 · CSS3 · Bootstrap · Tailwind · Material UI · Daisy UI · Git · Github · Gitlab / Bitbucket · Python · App Script · Trello · Asana · Backlink Building · Guest Posting · Keyword Research · Competitor Analysis · Organic Traffic Growth · Outreach Campaigns

PROJECTS

Bright Scholars School (09/2024 - 09/2024)
- Developed a responsive educational platform with features like course listings, student reviews, and account management.
- Live Demo: https://abdullahfalak007.github.io/Bright-Scholars-School/

Dealfinity - E-Commerce Web Application (03/2024 - 03/2024)
- Built a modern e-commerce platform with functionalities like product listings, a shopping cart, and light/dark mode.
- Live Demo: https://clever-alpaca-4f51e7.netlify.app/

Guest Posting Campaign for OmegaBrand (01/2025 - 01/2025)
- Published SEO-optimized articles on authoritative sites like TechBullion, improving rankings and traffic for barcode printers and label design software.

Affiliate SEO Campaign for TEMU (09/2024 - 09/2024)
- Delivered SEO blog posts on premium websites with 100k+ traffic, boosting TEMU's visibility and affiliate marketing performance.

CERTIFICATIONS

Mobile App Development (E-rozgar) (02/2024 - 02/2024)
Focused on Android app development, emphasizing frontend and backend integration.

Web and Mobile App Development (SMIT) (10/2023 - 12/2024)
Comprehensive training in web and mobile app development using the MERN stack.

React Native (NAVTTC) (01/2024 - 02/2024)
Recognized by Pakistan's National Vocational and Technical Training Commission.

IELTS (11/2023 - Present)
Achieved an overall score of 7.0 (CEFR Level C1), demonstrating advanced English proficiency.

LANGUAGES

English
Full Professional Proficiency

Urdu
Native or Bilingual Proficiency