




# ARIBA ASIF

## WEB DEVELOPER

 Ward#01, GujarKhan

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### SKILLS

- Programming Skills: HTML, CSS, JavaScript, MySQL and PHP
- Content Management System: WordPress
- Database: MySQL
- Management Skills
- Digital Marketing
- Project Management
- Computer Proficiency
- Design Software Proficiency (Canva, Adobe Photoshop, InShot)

### EDUCATION

#### BACHELOR'S IN INFORMATION TECHNOLOGY

University Of Education, Lahore  
(2020-2024)

#### INTERMEDIATE IN COMPUTER SCIENCE

Punjab Group Of Colleges  
(2018-2020)

### LANGUAGES

English

Urdu

### PROFILE

Seeking a challenging role as a WordPress developer where I can leverage my technical expertise and passion for innovative solutions to drive business growth. Skilled in custom theme, plugins integration, responsive design, performance optimization and SEO. Committed to delivering high-quality digital experiences.

### EXPERIENCE

#### CybeSol Digital Marketing Agency 2024

##### WordPress Developer Intern

- Collaborated with development teams on WordPress projects.
- Optimized website performance and responsive design.
- Developed and deployed custom WordPress themes.
- Enhanced SEO rankings through targeted optimization.
- Developed Custom WordPress e-commerce solutions using WooCommerce etc.

#### eGeeks Global Company | Digital Marketing 2023

##### Lead Generation Intern

- Assisted in developing and executing digital marketing strategies to drive quality leads and convert them into customers.
- Collaborated with the marketing team to brainstorm innovative ideas and approaches to improve lead generation and customer acquisition.

### ACADEMIC PROJECTS

#### Hospital Management System

Developed a comprehensive healthcare management solution that streamlines various hospital operations, from patient registration to discharge.

Implemented key features such as patient registration, appointment scheduling, in-patient and out-patient management, room allocation, discharge management, and staff coordination.

#### Portfolio Website

Created a responsive and engaging single-page portfolio website to show case my expertise in web development.

#### Other Projects

Tic tac toe game, Amazon clone, Tribute Page, Survey Forms and Webpage Designs.