

Khalil Ahmad

Contact: +92 346 6273523

E-mail: khalilahmad@gmail.com

Location: Okara, Punjab, Pakistan



SUMMARY:

Innovative and detail-oriented **Web Developer, SEO Specialist, and Video Editor**, with extensive experience in creating responsive websites, optimizing SEO strategies, and delivering high-quality video content for digital advertising. Proficient in **HTML, CSS, Bootstrap, JavaScript, PHP**, and modern frameworks with a deep understanding of **UI/UX design principles**. Proven ability to collaborate with teams and clients to deliver impactful digital solutions that align with business goals.

EDUCATION:

- **Bachelor of Arts (BA)**
Allama Iqbal Open University (AIOU), Pakistan
In Progress (2024)

(Diploma of Web Development)
FICER (Fatima Institute of Computer Education and Resources)
Sadar Gogera, Okara
(2024-2025)
- **Intermediate in Computer Science (ICS)**
Govt. College Sadar Gogera, Okara
(2022-24)

(Diploma of Office management)
Private academy Sadar Gogera, Okara
(2023-24)
- **Matric (Science)**
Govt. High School Sadar Gogera, Okara
(2020-22)

EXPERIENCE:

Web Developer & SEO Specialist — Freelance

Jan 2024 – Present

- Developed custom responsive websites for small businesses and personal brands.
- Optimized website content structure, metadata, and technical SEO to improve search rankings.
- Collaborated with clients to understand requirements and deliver personalized solutions.
- Managed website maintenance, speed optimization, and SEO audits.

Video Editor (Ads & Promotional Content) — Freelance

Jan 2025 – Present

- Edited engaging video ads for social media campaigns using Adobe Premiere Pro.
- Created brand-intro videos, product showcases, and social media reels.
- Applied advanced transitions, effects, and typography for high-quality outputs.

TECHNICAL SKILLS:

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|--------------------------------|---|
| • Languages: | HTML, CSS, JavaScript, PHP |
| • Frameworks/Libraries: | Bootstrap, Tailwind CSS |
| • SEO Tools: | Google Search Console, Ahrefs, Yoast SEO |
| • CMS Platforms: | WordPress (Elementor, WooCommerce) |
| • Video Editing Tools: | Adobe Premiere Pro, Capcut |
| • Graphic Design: | Canva |
| • Web Design Practices: | Responsive Design, Cross-Browser Compatibility, Page Speed Optimization |

SOFT SKILLS:

- Strong Communication & Client Handling
- Problem Solving & Debugging
- Time Management & Multi-tasking
- Adaptability to New Tools & Trends
- Team Collaboration & Remote Work Efficiency

PROJECTS:

1. Personal Portfolio Website

- Designed & developed a fully responsive portfolio website showcasing web development & video editing services.

2. Business Landing Page (SEO Optimized)

- Created a fast-loading landing page for a local business, optimized with on-page SEO best practices.

3. Product Promo Video Ads

- Edited short-form video ads for Facebook/Instagram with high engagement and brand visibility.

LANGUAGES:

- English: Fluent
- Urdu: Native
- Punjabi: Native

REFEENECNES

Will be provided on demand