

# MUHAMMAD ALI



## MULTI-ROLE SPECIALIST WITH EXPERTISE IN ACCOUNTING, ADMIN OPERATIONS & FULL STACK WEB DEVELOPER & IT EXPERT

### Profile Information

📍 Islamabad, Punjab, Pakistan | ✉️ mrmaania479@gmail.com | 🔗 LinkedIn <https://www.linkedin.com/in/mrmaania>  
☎️ Phone Number +923070025582 | 📞 WhatsApp Number +923136608694

### Objective

A highly versatile and dynamic professional seeking a position as a **Full Stack Developer**, where I can apply my expertise in web development (**HTML, CSS, JavaScript, React, Python**), while also leveraging my additional skills in **social media marketing, graphic design, content creation, AI prompting, and account management**. With hands-on experience as a crypto **exchanger** on platforms like **Binance, OKX, and Bitget**, and a proven background in **administrative support, computer operations**, and YouTube channel management, I aim to contribute to innovative projects that demand both technical precision and strategic thinking.

### Profile Summary

A highly skilled and motivated Full Stack Developer and Digital Marketer with hands-on experience in MERN stack development, blockchain integration, and AI prompt engineering. Proficient in building responsive web applications, managing social media platforms, and designing targeted ad campaigns. Demonstrates strong command over tools like React, Tailwind CSS, Node.js, Canva, and MS Office. Also brings practical expertise in administration, accounting, and YouTube SEO. Passionate about delivering value-driven digital solutions, growing online presence, and managing complex projects with innovation and precision.

### Area of expertise

#### Web Development (Full Stack)

- Frontend: HTML, CSS, JavaScript, React.
- Website design, and responsiveness
- Experience with portfolio, e-commerce, too do list, sticky notes and Portfolio.
- Responsive Design

#### Computer Skills & Knowledge

- Operating Systems: Windows (all versions), basic knowledge of Linux
- Computer Hardware: Understanding of components (CPU, RAM, storage devices), assembling and troubleshooting
- Software Installation & Maintenance: Installing, updating, and configuring software applications.

#### MS Office Expertise

- Proficient in Microsoft Word for professional document creation and formatting
- Skilled in Microsoft Excel for data analysis, formulas, and charts
- Experienced in Microsoft PowerPoint for creating engaging presentations.

#### AI Prompt Engineering

- Designing effective prompts for AI language models to generate accurate responses
- Optimizing prompt structures to improve output relevance and quality
- Fine-tuning prompts for specific tasks and domains
- Understanding AI behavior to craft context-aware instructions.

#### Accounts Expertise

- Financial record keeping and bookkeeping
- Managing invoices, payments, and expense tracking
- Preparing basic financial reports and budgets
- Familiarity with accounting software/tools

#### Administration Expertise

- Office management and coordination
- Scheduling, calendar management, and correspondence handling
- Maintaining records and filing systems
- Supporting team communication and workflow efficiency.

#### Social Media Marketing

- Facebook Ads & post designing using Canva and Photoshop
- Targeted ad campaign creation and management
- Facebook Page Management: setup, content posting, audience engagement
- YouTube SEO: keyword research, title/description optimization
- Custom thumbnail design and organic growth strategies.

#### Graphic Design

- Post design for Facebook, Instagram
- Logo creation
- Canva & Different Tools

#### Content Creation

- Create engaging content for social media, blogs, and YouTube.
- Skilled in visual design and video scripting for marketing.
- Proficient with tools like Canva, CapCut, and ChatGPT.
- Develop content strategies aligned with brand goals.

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## Work Experience

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### Group of Bait Al Arab (Food Restaurant – Cousins Arabic, Turkish & Continental Cuisine)

[ Present 2025 ]

#### As a Warehouse & Computer Operator (Promoted Role)

- Managed warehouse operations and inventory using company software.
- Created daily reports related to stock, billing, and inventory.
- Monitored and reconciled stock levels to ensure accuracy.
- Coordinated with teams to maintain smooth warehouse workflow.
- Maintained data integrity and updated software records regularly.

#### As a Cashier

[ 15 Feb to 1 Mar -2025 ]

- Handled daily cash transactions and billing accurately.
- Provided excellent customer service at the point of sale.

### Meer Traders, Bahawalpur

#### As a Computer Operator, Document Controller & Accountant

[ Jan to Jun - 2023 ]

- Managed daily computer operations and data entry.
- Controlled and organized company documents and records.
- Handled basic accounting tasks including invoices, payments, and ledger entries.
- Maintained financial records with accuracy and confidentiality.
- Assisted in preparing financial and administrative reports.
- Supported office staff with general administrative duties.

### Meezan Group Ltd (Cola Next Company, Pakistan)

[ Jul to Dec - 2023 ]

#### As a Software & Inventory Management

- Managed inventory and stock using company software.
- Maintained accurate stock levels and updated records.
- Created worker attendance and performance reports.
- Generated regular reports for management.
- Coordinated with teams to resolve stock issues.

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## Internship

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### Intern – PTV News

Duration: [ Jul 2024 – Sept 2024 ]

- Location: Ptv (**Pakistan Television News**) Headquarter Islamabad.
- Worked across multiple departments including **Newsroom**, **News Desk**, and **Production**.
- Gained practical experience in news editing, story development, and content verification.
- Contributed as a Coordinator & Researcher for the current affairs program “**Such To Yeh Hai**” hosted by **Syed Anwar ul Hassan**.
- Assisted in program designing, research compilation, and guest coordination.
- Learned real-time news workflow, from newsroom input to on-air delivery.

### Young Journalists Leadership Program - Punjab Police

Duration: [ Dec 2023 – Jan 2024 ]

- Worked to enhance public-police relations by promoting transparent and effective communication between the community and law enforcement.
- Studied the organizational structure of Punjab Police, including major sub-branches such as **Investigation**, **Traffic**, **Crime Branch**, **Counter Terrorism Department (CTD)**, and **Special Branch**.
- Gained knowledge of **law** enforcement procedures, legal frameworks, and **police ethics** to understand the role and responsibilities of police personnel.
- Observed daily operations and protocols within police stations to understand citizen services and public safety measures.
- Learned about policing strategies, public safety initiatives, and community engagement to build trust and cooperation.

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## Volunteer Experience

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### Volunteer & Emergency Response Training

[ Dec 2022 ]

- Participated as Rescue Scout (CERT Member) in International Volunteer Day CERTs Challenge 2022
- Took part in CADRE Skills Competition focused on community emergency response
- Organized at Emergency Services Academy, Lahore | 5–8 December 2022

### University Scout Volunteer -The Islamia University of Bahawalpur

[2022 Mar - Oct ]

- Actively served as a Scout Volunteer in various university-level events and training sessions
- Assisted in discipline management, event coordination, and crowd control.
- Supported emergency response drills and awareness campaigns within campus
- Promoted values of leadership, teamwork, and community service among students

**Media & Photography Volunteer-The Islamia University of Bahawalpur – Photographic Society [2022 - 2023]**

- Volunteered in event photography and visual documentation for university programs
- Assisted in managing photo coverage, editing, and content curation for society events
- Collaborated with team to capture and promote campus activities through media
- Developed skills in visual storytelling, team coordination, and creative composition

**Volunteer Member – Performing Arts Society-The Islamia University of Bahawalpur [6 Months | 2022]**

- Actively contributed to event planning, stage coordination, and audience management
- Assisted in rehearsals, set arrangements, and backstage support during performances
- Promoted cultural and artistic expression through university-level programs
- Strengthened communication, teamwork, and creative problem-solving skills

**Soft Skills**

**Problem Solving**

- Demonstrated ability to identify issues quickly, analyze root causes, and implement effective, real-world solutions in both technical and administrative settings.

**Critical Thinking**

- Strong analytical skills to assess complex situations logically and objectively, enabling sound decision-making and strategic planning under pressure.

**Communication**

- Excellent verbal and written communication abilities; capable of conveying ideas clearly, actively listening, and adjusting messages for diverse audiences and team environments.

**Conflict Resolution**

- Uses emotional intelligence and calm reasoning to de-escalate issues and maintain harmony in the workplace.

**Customer Service Orientation**

- Friendly and professional in handling clients/customers, ensuring satisfaction through active listening and timely responses.

**Multitasking**

- Capable of efficiently managing multiple responsibilities without compromising quality or deadlines.

**Flexibility & Adaptability**

- Comfortable adjusting to new environments, software tools, and workflow changes—quick to learn and apply new skills.

**Organizational Skills**

- Strong ability to prioritize, schedule, and manage tasks to keep workflows running smoothly.

**Leadership & Initiative**

- Takes ownership of tasks and motivates others toward achieving common goals with a proactive and solutions-oriented mindset.

**Attention to Detail**

- Highly detail-oriented, especially in handling data, financial entries, and operational tasks—ensuring accuracy and consistency in work delivery.

**Education**

**B.s (Program) in Media & Communication Studies Duration: [2020 – 2024]**

The Islamia University of Bahawalpur

- Focused on core subjects including Journalism, Mass Communication, Digital Media, Public Relations, and Media Research.
- Completed projects and internships related to media production, news reporting, and content creation.
- Developed skills in communication strategies, media ethics, and use of multimedia tools.

**F.Sc. (Pre-Engineering) Duration: [2018 – 2020]**

- Government Abbasia Higher Secondary School, Bahawalpur
- Board of Intermediate and Secondary Education, Bahawalpur

**Matriculation (Computer Science) Duration: [2016 – 2018]**

- Government Abbasia Higher Secondary School, Bahawalpur
- Board of Intermediate and Secondary Education, Bahawalpur

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## Certifications & Awards

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### Website Development (NAVTTC – 3 Months Diploma)

[ July - Oct 2024 ]

Completed a 3-month professional diploma in Website Development.

- Learned front-end technologies including HTML5, CSS3, and JavaScript.
- Gained hands-on experience with Node.js for back-end development.
- Acquired complete knowledge of the MERN Stack (MongoDB, Express.js, React.js, Node.js).
- Built multiple small-scale projects individually and in teams.
- Understood project structuring, Git version control, and deployment techniques.
- Practiced responsive web design and dynamic front-end interfaces.
- Enhanced problem-solving and debugging skills through practical coding tasks.

### Theatre Acting & Hosting (Punjab Council of the Arts 1 Months Course)

[ June 2024 ]

- Participated in theatre performances organized by Punjab Council of the Arts, showcasing strong acting skills and stage presence.
- Performed in various cultural and educational events, gaining practical experience in live audience engagement.
- Hosted multiple stage shows and public programs, enhancing communication, confidence, and presentation abilities.
- Worked under the guidance of experienced directors and trainers, learning timing, expression, and character development.
- Improved teamwork, improvisation, and adaptability through real-time stage experience.

### Radio Production Workshop (One Week)

[ May 2022 ]

Campus Radio 92.6, The Islamia University of Bahawalpur

- Gained hands-on experience in hosting live radio shows.
- Developed skills in content writing and scripting for radio programs.

### Digital Marketing (DigiSkills – Online Training Program 3 Months Course)

[July - Oct 2022]

Government of Pakistan – Virtual University

- Successfully completed online training in Digital Marketing through DigiSkills.
- Gained practical knowledge of SEO (Search Engine Optimization) techniques.
- Learned Social Media Marketing (SMM) on platforms like Facebook, Instagram, and YouTube.
- Acquired skills to run effective paid ad campaigns using Facebook Ads and Google Ads.
- Learned content creation and digital branding strategies.
- Practiced using tools like Canva, Google Analytics, and Keyword Planner.

### Amazon Virtual Assistant (VA) – DigiSkills

[Jul - Oct 2022 ]

(Government of Pakistan – Virtual University)

- Successfully completed the Amazon VA course through DigiSkills, focused on e-commerce business support.
- Learned complete workflow of Amazon Seller Central, including account creation and management.
- Gained hands-on knowledge of product hunting, listing creation, and keyword optimization.
- Practiced using top industry tools like Helium 10, Jungle Scout, and Keepa for product and market analysis.
- Understood order processing, inventory management, and FBA/FBM operations.
- Acquired skills to provide virtual assistant services to international Amazon sellers.
- Explored freelancing platforms for offering Amazon-related services to global clients.

### Participated in the International Conference on Media & Communication (ICMC)

[ Dec 2021 ]

- Gaining exposure to global media trends.
- communication strategies, and academic discussions with industry professionals.

### Developing Media Products through Smartphones Pakistan Peace Collective (Purazam Pakiatan) [ Nov 2020 ]

- Studied techniques and best practices for journalism using mobile phones.
- Learned how to create, edit, and publish media content efficiently through smartphones for digital platforms.

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## Additional Information

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- **Languages:** English, Urdu, Punjabi.
- **Certifications:** Html & JavaScript International Pearson University .
- **Awards/Activities:** Group Leader Award From Growth Group LCC.
- **Permanent Address:** Bahawalpur, Punjab Pakistan.

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## Reference

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