Rabia Naseer

WordPress Developer | SEO | Web Designer

(+92) 316-4076695

info.websitesally@gmail.com

rabianaseer.my.canva.site

Isb, Pakistan

SUMMARY

This is Rabia Naseer an ambitious web designer and developer with a passion for innovative digital solutions. With 2.5 years of experience in WordPress design, SEO, and content creation, I aims to transform the online landscape for businesses by creating user-friendly, SEO-optimized websites. I am driven by the desire to make impactful digital experiences while empowering brands through strategic online presence. As a lifelong learner in the tech world, My vision extends to gaining opportunities, aspiring to leave a meaningful mark in the digital industry.

EXPERIENCE

05/2023 - Present

Freelance Wordpress Web Designer
Self-employed ↗

- Developed and designed e-commerce websites using platforms like wordpress and WooCommerce, focusing on user experience and SEO optimization.
- Designed E-commerce & portfolio websites for clients, integrating responsive design and enhancing brand identity.
- Collaborated with clients to understand their requirements and delivered tailored solutions to improve online visibility and user engagement.
- Managed the entire web development lifecycle from conceptualization to deployment and post-launch maintenance.

02/2023 - 01/2024

SEO Off-page Copywriter Strategist
Arm strong estate and builders

- Developed targeted SEO strategies to boost visibility for properties in Bahria Town, driving qualified traffic to the website.
- Optimized property listings with high-impact keywords and metadata to improve search rankings and engagement.
- Conducted market research and competitive analysis to identify trends and position listings effectively.
- Collaborated with the marketing team to create SEO-friendly content that aligned with sales objectives.
- Monitored SEO performance metrics and adjusted strategies to maximize lead generation and conversions.

07/2022 - 12/2023

Junior SEO expert
Cloud Artificial Top CRM Solution Provider IT Company ↗

- Conducted comprehensive SEO audits and implemented optimization strategies to enhance website ranking and visibility.
- Analyzed and optimized content using keyword research, on-page, and off-page SEO techniques, improving organic traffic by 80%.
- Managed link-building campaigns, enhancing domain authority and search engine ranking.
- Collaborated with the content team to create SEO-friendly content, driving engagement and conversions.
- Monitored website analytics and performance metrics using tools like Google Analytics and SEMrush, generating detailed reports for strategy improvements.

| 03/2021 - 05/2023 | **WordPress Web Developer** |
| | Zeen Technologies ↗ |

- Designed, developed, and maintained 15 high-performance WordPress websites, achieving a 99.9% uptime.
- Ensured the top-notch quality, resulting in a 20% reduction in site errors.
- Collaborated with a team of designers and marketers, successfully implementing 25 new site features and changes.
- improving user experience and site performance.
- Provided recommendations for and integrated the latest trends and technologies, enhancing site functionality and user engagement by 30%.

EDUCATION

02/2021 - 01/2025	**Computer Science**
	The University of Lahore
	Bachelor of Computer Science

- Core Concepts: Gained foundation in programming languages (JavaScript, Python, C++), data structures, algorithms, and database management systems.
- Project Development: Completed multiple individual and team-based projects, including a final-year project demonstrating problem-solving, coding, and system design skills.
- Effective Communication: Enhanced presentation and communication skills through project demos, technical writing, and team interactions.

05/2018 - 02/2020	**Medical**
	Concordia Colleges – A Project of Beaconhouse
	F.sc pre Medical

CERTIFICATES

| 09/2024 - Present | **Cybersecurity Awareness** ↗ |
| | HP LIFE |

| 08/2024 - 11/2024 | **HTML, CSS, and Javascript for Web Developers** ↗ |
| | Johns Hopkins University |

| 08/2024 - 08/2024 | **Bp- Digital Design & UX job simulation** ↗ |
| | Forage |

| 07/2024 - 07/2024 | **Skill up 101- java** ↗ |
| | EDUCBA |

SKILLS

Shopify Web Design	Advanced	Collaboration Skills	Expert
UX\Ui Designs	Advanced	JavaScript	Intermediate
WordPress Web Design	Expert	React.JS	Intermediate
HTML5	Intermediate	Responsive Design	Advanced
CSS3	Intermediate	Website Optimization	Advanced
Communication	Expert	Social Media Management	Expert

LANGUAGES

English	Fluent	German	Basic
Urdu	Native	Arabic	Basic