

# Iqbal Rasool

## Software Engineer

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## Relevant Experience

### SEO Expert & Web Developer @ ISMMART Group of Industries (Pvt) Ltd

August 2023 - Present

- Managed databases for applications, ensuring efficient data models and performing optimizations, directly contributing to enhancing website performance from an SEO standpoint.
- Conducted thorough testing and debugging of applications, ensuring seamless functionality and optimal performance, essential skills for frontend development and SEO implementation.
- Spearheaded the development and maintenance of ISMMART.com, utilizing JavaScript and React to enhance frontend functionalities and ensure an optimal user experience.
- Created a diverse array of websites for the company, showcasing expertise in frontend web development and design principles to craft visually appealing and user-friendly interfaces.
- Demonstrated adeptness in understanding project requirements and devising plans to implement them, a crucial skill for both frontend development and SEO strategy formulation.

### SEO & WordPress Developer @ Islamabad Chamber of Small traders

November 2022 - June 2023

- Successfully implemented WordPress theme customization for projects including a car wash management system and a multi-vendor marketplace e-commerce application.
- Customized WordPress themes for optimal SEO performance and user experience.
- Collaborated closely with designers, project managers, and developers to meet project requirements.
- Utilized WordPress plugins and extensions to enhance website functionality and SEO.
- Integrated third-party tools and APIs to extend the capabilities of WordPress websites.
- Provided ongoing maintenance and support for WordPress websites, including updates and security patches.

### JavaScript Developer @ Daxno

April 2022

- Observing and understanding how JavaScript is used in real-world projects.
- Designing and developing interactive user interfaces using advanced JavaScript frameworks like React or Angular.
- Optimizing JavaScript code for performance and scalability.
- Staying updated on the latest JavaScript trends, tools, and best practices.

## Skills

### Programming Languages

JavaScript

### Libraries & Frameworks

ReactJs, Redux, React Hook  
NodeJs, ExpressJs

### Design

HTML, CSS/SCSS, Tailwind,  
Bootstrap

## Education

### BS Software Engineering

February 2023 // Islamabad,  
Pakistan  
Comsats University

### Intermediate of Pre Engreering

Public college Gilgit, Pakistan

## Certifications

### Modern JavaScript for ReactJS - ES6

JavaScript Developer  
Certification (e.g., from  
freeCodeCamp or Udacity) -  
Validates your proficiency in  
JavaScript programming and  
web development.

### SEMrush SEO Toolkit Course

Provides comprehensive  
training on using SEMrush  
tools for SEO analysis,  
keyword research, and  
competitive analysis.

### WordPress for Beginners Course

Covers essential skills and  
techniques for building and  
managing WordPress  
websites.

### GAIQ

Demonstrates proficiency in  
using Google Analytics to  
analyze website traffic and  
performance.