Abdullah Afzaal

Work permit: Pakistani | **Date of birth:** 03/05/2003 | **Place of birth:** Gujranwala, Pakistan | **Nationality:** Pakistani |

Gender: Male | **Phone number:** (+92) 3177600992 (Mobile) | **Email address:** abdullahawan7979@gmail.com |

Website: www.abdullahjs.dev | **LinkedIn:** Abdullah Afzaal | **Address:** 50250, Gujranwala, Pakistan (Home)

ABOUT ME

MERN Stack Developer and eCommerce Specialist with experience in full-stack app development, AI integration, and online store customization. Built and deployed projects including an AI-powered eCommerce platform (*Green Garden*), a tools directory with 500+ tools(*Toologi*), and a WordPress dropshipping store (SDP). Skilled in React, Node.js, MongoDB, WordPress, Shopify, and AI-assisted development (ChatGPT, Copilot, DeepSeek). Passionate about creating scalable, user-friendly applications and eager to contribute to innovative projects while advancing my expertise.

WORK EXPERIENCE

🏢 **SELF-EMPLOYED** – GUJRANWALA, PAKISTAN

FOUNDER & DEVELOPER – 24/06/2025 – CURRENT

- Designed, developed, and managed a WordPress-based online tools directory (500+ Tools).
- Integrated plugins, optimized site architecture, and implemented SEO strategies.
- Utilized AI-assisted tools (ChatGPT, Copilot) for workflow automation and content generation.
- Monitored site analytics and user feedback to improve performance and user experience.

Link : https://toologi.com/

🏢 **SELF-EMPLOYED** – GUJRANWALA, PAKISTAN

FOUNDER & DEVELOPER – 01/09/2025 – CURRENT

- Built and customized a WordPress-based dropshipping eCommerce store.
- Integrated secure payment gateways and automated product import features.
- Implemented SEO techniques and digital marketing strategies to improve visibility.
- Managed product sourcing, listing, and customer interactions.
- Leveraged AI tools for product descriptions, content writing, and workflow efficiency.ek)

Link : https://sdp.today/

🏢 **UNIVERSITY OF GUJRAT (ACADEMIC PROJECT)** – GUJRAT , PAKISTAN

PROJECT MANAGER & DEVELOPER – 14/12/2024 – 14/04/2025

- Designed and deployed a full-stack MERN eCommerce application.
- Integrated features such as user authentication, shopping cart, secure checkout, and booking system.
- Implemented AI modules: CNN-based plant recognition and chatbot assistant.
- Used GitHub for version control and managed project delivery timelines.
- Coordinated tasks and responsibilities within the project team.

EDUCATION AND TRAINING

27/11/2021 – 24/05/2025 Gujrat, Pakistan
BS INFORMATION TECHNOLOGY University of Gujrat

The major modules I studied during this degree are:

Programming Fundamentals
Object-Oriented Programming
Data Structures and Algorithms
Information Security
Software Engineering
Web Technologies
Database Systems
Operating System

Mobile Application Development
Artificial Intelligence
Database Administration & Management
System and Network Administration
IT Project Management
Professional Practices

Website https://uog.edu.pk | **Final grade** 2.78 / 4.0 | **Level in EQF** EQF level 6

2019 – 2021 Gujranwala, Pakistan
INTERMEDIATE (ICS) Govt. Degree College, Qila Didar Singh

The major modules I studied during this course are:

- Physics
- Computer
- Mathematics

Level in EQF EQF level 4

2017 – 2019 Gujranwala, Pakistan
MATRICULATION (SCIENCE) Heaven Public School, Qila Didar Singh

The major modules I studied during this course are:

- Physics
- Chemistry
- Mathematics
- Biology

Level in EQF EQF level 2

LANGUAGE SKILLS

Mother tongue(s): **URDU** | **PANJABI; PUNJABI**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	B2	B2	B2	B2	B2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

PROGRAMMING SKILLS

Languages

- HTML5, CSS3, JavaScript (ES6+)
- React.js (hooks)
- Node.js, Express.js (REST APIs)
- MongoDB (CRUD, schema design)
- Git & GitHub
- AI-assisted tools (ChatGPT, GitHub Copilot, DeepSeek)

Projects

Green Garden – AI-Powered E-Commerce Platform
(React.js, Node.js, Express.js, MongoDB, CNN, ChatGPT)
- Developed a full-stack MERN eCommerce website.
- Implemented user authentication, product catalog, shopping cart, secure checkout, and gardener booking system.
- Integrated an AI chatbot for customer support.
- Deployed a CNN-based plant recognition model for plant identification.
- Built a dedicated **Admin Panel** to manage products, orders, users, and booking requests.

Toologi – Online Tools Directory (500+ Calculators)
(WordPress, PHP, MySQL, Elementor)
- Built a scalable tools directory with **500+ online tools**.
- Developed custom features and integrated plugins using **PHP and MySQL**.
- Designed database structure to support dynamic tools and user interactions.
- Implemented responsive UI/UX with **Elementor** for accessibility across devices.
- Used version control (GitHub) and testing workflows to maintain code quality.

WEB & ECOMMERCE SKILLS

Skills

- WordPress customization (themes, plugins, SEO, Elementor)
- Shopify store customization
- eBay product listing & optimization
- Website deployment (Vercel, Netlify, cPanel)
- Google Analytics & Chrome DevTools
- Project management & workflow optimization

Projects

Toologi – Online Tools Directory (500+ Tools)
(WordPress, SEO, Google Analytics, AI-assisted Content)
- Structured and optimized a WordPress-based directory featuring **500+ online tools**.
- Implemented **SEO strategies** to improve visibility and organic traffic.
- Used **AI-assisted tools** (ChatGPT, Copilot) for content generation and workflow automation.
- Integrated **Google Analytics** to track performance and user behavior.
- Monitored feedback and analytics to continuously improve site usability and reach.

SDP – Dropshipping E-Commerce Store
(WordPress, WooCommerce, SEO, Payment Integration, AI-assisted Content)
- Built a **WordPress/WooCommerce-based eCommerce store** for dropshipping.
- Configured **automated product imports** to streamline inventory management.
- Integrated a **secure payment gateway** to ensure safe transactions.
- Applied **SEO techniques** to increase search engine visibility and organic traffic.
- Utilized **AI-assisted tools** (ChatGPT, Copilot) for product descriptions, marketing content, and workflow efficiency.
- Managed product sourcing, order handling, and customer engagement to maintain smooth operations.