

# ABDUL REHMAN

Contact: +92 331 7451076  
Location: Lahore, Punjab, Pakistan



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## 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.

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## EDUCATION:

- **(BSC)**

*Panjab University of Lahore, Pakistan  
(2020-24)*

**(Diploma of Web Development)**

*FICER (Fatima Institute of Computer Education and Resources)  
Sadar Gogera, Okara  
(2019)*

- **Intermediate in Computer Science (ICS)**

*Govt. College Sadar Gogera, Okara  
(2019-20)*

**(Diploma of Office management)**

*Private academy Sadar Gogera, Okara  
(2018-19)*

- **Matric (Science)**

*Govt. High School Sadar Gogera, Okara  
(2018-19)*

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## **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.
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## **TECHNICAL SKILLS:**

- **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
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## **SOFT SKILLS:**

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

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## **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.
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## **LANGUAGES:**

- English: Fluent
  - Urdu: Native
  - Punjabi: Native
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## **REFENECNES**

Will be provided on demand