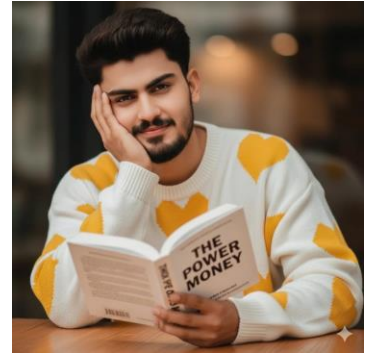


# ABDUL REHMAN

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:

- |                                |   |
|--------------------------------|---|
| • <b>Languages:</b>            | HTML, CSS, JavaScript, PHP  |
| • <b>Frameworks/Libraries:</b> | Bootstrap, Tailwind CSS   |
| • <b>SEO Tools:</b>            | Google Search Console, Ahrefs, Yoast SEO                                |
| • <b>CMS Platforms:</b>        | WordPress (Elementor, WooCommerce)                                      |
| • <b>Video Editing Tools:</b>  | Adobe Premiere Pro, Capcut  |
| • <b>Graphic Design:</b>       | Canva   |
| • <b>Web Design Practices:</b> | 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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## REFERENCES

Will be provided on demand