Adnan Tanveer

P: +92-316-6874844 | adnantanveer066@gmail.com | linkedin.com/in/adnantanveer52

EXPERIENCE

iSkills Multan - Pakistan

Full Stack Web Development - Internship　　　　　　　　　　　　　　　　*June 2022 - Aug 2022*
- Worked on a real-world project under the supervision of Sir M Tanveer Nandla.
- Managed one of their client's eCommerce websites.
- Optimized the Javascript code to make the website run smoothly.
- Made sure their core web vitals were all working fine in terms of the coding part.

Chessonics - USA

eCommerce Marketing Manager - Freelance　　　　　　　　　　　　　　　　*Jan 2023 (Ongoing)*
- Develop and implement a comprehensive digital marketing strategy to increase website traffic and conversion rates.
- Utilise paid advertising campaigns on search engines to reach target customers and increase sales.

VPN.com - USA

Content Specialist - Freelance　　　　　　　　　　　　　　　　*June 2022 (Ongoing)*
- As their content specialist, I helped them gain more organic traffic by 10x in just 5 months only on the basis of the right content strategy and optimization
- Researched and implemented search engine optimization recommendations through Ahrefs and provided keywords with less difficulty to increase the chance of ranking by 60%.

Paradise Media LLC - USA

SEO and Outreach Specialist - Contract　　　　　　　　　　　　　　　　*Oct 2021 - May 2022*
- Conducted the daily outreach and enrollment through Paradise Media and gathered information on sponsored and guest posts.
- Increased awareness of affordable posting opportunities by facilitating weekly meetings.

TechUp Solutions - Pakistan

Technical SEO Intern - Contract (Remote)　　　　　　　　　　　　　　　　*June 2018 - Sep 2021*
- Created 20+ SEO campaigns for websites with complex media and big structures.
- Took average CTR for 20 transactional keywords from 20% to 34%.

EDUCATION

Ghulam Ishaq Khan Institute – Topi, Pakistan　　　　　　　　　　　　　*Aug 2019 - June 2023*
Bachelor of Science in Computer Engineering

PROGRAMMING SKILLS

Python (Django), React, JAVA, C, C++, HTML/CSS, Javascript, PHP, Data Structures, Object Oriented Programming, Databases (mySQL)

PROJECTS

Final Year Project: Project Management Software used for auto-assigning tasks to employees based on their employees' skills on their CV. Providing AI-written cover letters to get more projects on freelance platforms.

Airline Reservation Web App: Developed an airline reservation web application using JAVA, HTML, CSS and Bootstrap for a semester project. Used Data Structures and OOP Concepts on this project.

ADDITIONAL

Technical: Proficient in MATLAB, Ahrefs, SEMrush, Screaming Frog, MOZ Pro, WordPress.
Non-Technical: Search Engine Optimization [SEO], Content Marketing, Email Outreach, Keyword Research, Backlinking.
Certifications & Training: Advanced Search Engine Optimization from **iSkills**, Digital Marketing Training Certificate from **Digiskills**