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👤 About Me

I am a dedicated and passionate WordPress Website Developer. With a focus on creating unique, intuitive, and responsive websites, I have successfully completed numerous projects.

 In addition to my development skills, I am also a passionate designer. I have worked with many organizations as a graphics designer, and I love to craft beautiful and unique app and website UI designs. I have had the privilege of collaborating with numerous startups and organizations as a UI/UX Designer, combining my technical expertise with my creative design sensibilities to deliver compelling user experiences.

I am also a Certified Meta Digital Marketer proficient in Facebook Ads, Google Ads, SEO, SMM, and diverse social media marketing strategies.

Beyond my technical expertise, I am a creative thinker with a keen eye for detail. My leadership skills and analytical abilities enable me to approach challenges from multiple angles and find innovative solutions. I am thrilled at the prospect of applying my experience and skills to contribute to your company's success and become an integral part of your team

🧠 Skills Summary

❖ **WordPress Website Developer:** *(Proficient in developing custom WordPress websites and custom themes. Skilled in optimizing site performance and ensuring cross-browser compatibility.)*

❖ **Coding Core Concepts:** *(Have Great command on functional and object oriented programming, Data Structure and Algorithms concepts.)*

❖ **Git and GitHub.** *(Experience in working with version control system.)*

❖ **Digital Marketer** *(Experienced digital marketer with over 3 years of experience. I have collaborated with numerous well-known brands, effectively contributing to the growth of their businesses. I possess expertise in various key marketing strategies, including targeted advertising (META), SEO, content writing, social media management and promotion, and more.)*

❖ **Graphic Design:** *(Skilled in graphic design tools such as Adobe Photoshop and Illustrator. Capable of creating eye-catching visuals for various digital and print media.)*

❖ **UI/UX Designer** *(Experienced in crafting visually appealing and user-friendly interfaces for websites and applications. Proficient in wireframing, prototyping, and usability testing.)*

❖ **Creative Problem-Solving:** *(A creative thinker with the ability to approach challenges from multiple perspectives and find innovative solutions.)*

❖ **Leadership:** *(Proven leadership abilities and adeptness in effective communication demonstrated through active involvement in various societies at Mehran University.)*

❖ **Adaptability:** *(Quick learner with the ability to adapt to new technologies and industry trends.)*

❖ **Communication:** *(Excellent communication skills, both written and verbal, for collaborating with clients, team members, and stakeholders. Languages: English and Urdu/Hindi)*

🎓 Education

Bachelors in Computer Science   Dec 2019 – present
Mehran University of engineering and technology, Jamshoro ⤢
4 years program

Pre Engineering | High School   May 2017 – May 2019
Excellence College , Hyderabad ⤢

💼 Professional Experience

⭐ Founder & CEO at Techlancerz (Germinated at NIC, HYD)
At NIC, Hyd ⤢
Aim: Techlancerz aim is to help individuals who have great skills but don't know how to sell it or not able to survive in competitive freelancing world.
Website link: ⤢ https://www.techlancerz.com [website under development]

Key Reponsibilities:

- Strategic Leadership: Providing a clear vision and direction for the startup's growth and success.

- Business Development: Identifying and pursuing new opportunities and revenue streams to drive growth.

- Fundraising: Securing investment and financial resources to support operations and expansion.

- Team Building: Assembling and leading a high-performing team to execute the startup's vision.

- Financial Management: Overseeing the startup's financial health, budgeting, and sustainable profitability.

⭐ Team Lead of UI/UX & Graphics Designer at VCOLABS, NIC Jamshoro   May 2023 – present

As a team lead of UI/UX and graphics designers at VCOLABS.
 My Key responsibilities were:

- Leading and managing a team of designers
- Overseeing project management and delivery
- Setting design strategies and maintaining brand consistency
- Driving user-centered design and conducting research
- Managing graphic design and branding efforts
- Keeping up with industry trends and fostering professional development
- Engaging with stakeholders and clients for effective collaboration.

⭐ Digital Marketing Intern at Neo Docto Inc. USA (Remote)   Dec 2021 – Mar 2022 | NY, USA
NEO DOCTO ⤢

- During my internship at Neodocto, I gained hands-on experience in various digital marketing strategies, including Facebook and Instagram marketing, email campaigns, Twitter advertising, SEO, SEM, and more. I actively contributed to planning and executing effective campaigns, honing my skills in customer engagement and driving results.

⭐ Working as a Digital Marketing Expert   Jan 2019 – present
I have been delivering exceptional digital marketing services since 2019, consistently providing outstanding results to my clients. My comprehensive range of services includes:

- **Social media promotion:** Creating engaging campaigns and effectively utilizing social media platforms to expand brand reach and drive audience engagement.

- **Advertising:** Strategically planning and executing targeted advertising campaigns across various channels to maximize brand visibility and ROI.
- **Social media management:** Skillfully managing social media accounts, curating captivating content, and fostering meaningful interactions with the target audience.
- **Graphics designing:** Creating visually stunning graphics and designs that align with brand identity and effectively convey key messages.
- **Website development, designing, and management:** Crafting visually appealing, user-friendly websites using cutting-edge technologies, ensuring seamless functionality and optimal user experience.
- **Content writing:** Producing compelling and SEO-friendly content that captivates readers, enhances brand credibility, and drives organic traffic.

Here's the list of my some clients

National Clients:

Saylani Welfare ⌕
SK TV NEWS
North Falcon ⌕
Digi Labs ⌕
Sandook ⌕
Dilkash TV ⌕
VCOLABS ⌕
THEHMSOLUTIONS ⌕
UMMEHAMOOD ⌕

International Clients:

Fashion Time Magazine ⌕
*Snug Wear* ⌕
Embarc Deals ⌕

These partnerships have provided me with valuable insights into diverse industries and enhanced my ability to adapt and excel in various business environments.

📁 Projects

- **Designed and Developed a website for a software house** ⌕ 2023
In the world of web design, I embarked on a transformative journey to revamp a software house's online presence using WordPress [Custom website]. With lines of code as my palette, I painted an interactive canvas that showcased their innovation.

- **Designed a website for a software house** ⌕ 2023
Redesigned the website for VcoLabs, a software house, to enhance their online presence and showcase their services and expertise.
Tools: Adobe Figma

- **Project Name: Talking Canvas - Designed UI/UX and developed a website in CMS [sanity]** ⌕ 2023
    Project Details: Talking Canvas Began As A Portrait Studio With The Ambition Of Communicating An Image's Energy Through Imaginative Means.

- **Portfolio Website** ⬀   2022

   Successfully developed a portfolio website using MERN (MongoDB, Express.js, React.js, Node.js) technologies. This project showcases my proficiency in full-stack web development and my ability to create dynamic and interactive websites. The portfolio website incorporates modern design principles, responsive layouts, and seamless navigation to effectively highlight my skills and accomplishments.

- **Open Source Portal Website (Wordpress)** ⬀   2022

   Developed an open-source portal named "Galaxy Of Softwares"
   which provides access to users to download software's, movies,
   apps, games, etc without at any cost.
   Developed on CMS: WordPress

- **Face Recognition based Attendance System | Deep Learning**   2021
   (Python) ⬀
   Used Pre-Trained MTCNN and Facenet to build this Attendance
   System.

- **Covid19-Chatbot (Python)** ⬀   2020
   Build a chatbot that responds to queries regarding the Corona Virus
   data to get the live status. It is a user-friendly platform so that people
   of any category can easily interact with it.

📑 Certificates

Google Certified Project Manager | 2023

Certified in Google Project Management, equipped with comprehensive skills in project planning, scheduling, resource management, risk mitigation, and effective stakeholder communication, ready to drive successful project outcomes and deliver results.
Certified by Google, Authorized by CourseEra

META Certified Digital Marketer | 2023

Successfully completed an intensive Meta Digital Marketing course, gaining expertise in Facebook Ads, Instagram Marketing, audience targeting, analytics, and compliance, enhancing my proficiency in modern digital marketing strategies.
Certified by META, Authorized by CourseEra

Google Cloud Technologies | 2022 ⬀

Learning Labs:
- *Build and optimize Data Warehouses with BigQuery.*
- *Implement DevOps in Goole Cloud*
- *Monitor and Log with Google Cloud Operations Suite*
- *Build and Secure Networks in Google Cloud*
- *and many more - details available in attached link.*

English For Career Development | 2021

Authorized by Coursera, offered by University of Pennsylvania

Graphic Designing Course | 2020

4 months online course under Digi-skills training program
  (a platform of minister of information technology and telecom).
Learned: Adobe Photoshop,and Adobe Illustrator

⊞ Extra Curricular Activities

⊠ Tech Head at Innovative Engineering Society, Muet Jamshoro ⎋   May 2021 – present

As a Tech Head at the Innovative Engineering Society at Mehran University - Jamshoro, I assume a leadership role, overseeing a team of developers, designers, and technical professionals. My responsibilities encompass various aspects of team management and technical coordination.
These include:

- Team management
- Project coordination
- Technical guidance
- Problem Solving

⊠ Core Team of Delta Tech Society, Muet Jamshoro ⎋

As a Core Team Member of Delta Tech Society, a vibrant community consisting of over 1000+ individuals, I actively contribute to the organization's growth and success. Within this role, I have been involved in organizing numerous internships and both free and paid events. My responsibilities encompass various aspects of event planning, coordination, and community engagement.

Some key highlights of my role include:

- *Event organization*
- *Team Collaboration*
- *Community engagement*
- *Promotional Activities*

Our society's objectives are to:

- Educate on tech trends and innovations.
- Promote digital literacy and skills.
- Foster community and collaboration.
- Connect with tech job opportunities.
- Support positive societal change.

∞ Being successful & progressive not only requires a Experience but also requires a solid team