

Muhammad Ahsan Yasin

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Objective

Aspiring **MERN Stack Developer** with expertise in **React.js, Node.js, Express.js, and MongoDB**, passionate about building scalable web applications. Experienced in **SEO optimization, WordPress development, and digital marketing strategies**. Strong problem-solving, teamwork, and adaptability skills. Seeking an entry-level **Full-Stack Developer** role to leverage my skills and grow in a dynamic environment.

KEY COMPETENCIES

Front-end Development: React.js, JavaScript (ES6+), HTML5, CSS3, Bootstrap, Tailwind CSS

Back-end Development: Node.js, Express.js, RESTful APIs, JWT Authentication

Database Management: MongoDB, SQL Server, Firebase

Version Control: Git, GitHub, Netlify, Vercel, Heroku

SEO & Web Development: WordPress, On-page & Off-page SEO, Google Search Console

Soft Skills: Problem-solving, Communication, Teamwork, and Adaptability

PROFESSIONAL EXPERIENCE

SEO & WordPress Developer

T For Trucking LLC | Sep 2024 – Continue

- Developed and optimized the **company website** using **WordPress**, improving user experience.
- Implemented **SEO best practices**, leading to an **increase in organic traffic**.
- Managed website updates, ensuring accurate and engaging content.
- Collaborated with the **digital marketing team** to align SEO strategies.

SEO Associate

Develop together BPO | April 2024 – Sep 2024

- Conducted **keyword research, on-page optimization, and competitor analysis**.
 - Utilized **Google Search Console, SEMrush, and Ahrefs** for performance analysis.
 - Implemented **SEO strategies**, increasing website visibility and rankings.
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PROJECT EXPERIENCE

BusPassWithQRScan (Full-stack Developer)

Tech Stack: React.js, ASP.NET, SQL Server, GitHub

- Developed a **responsive web-based bus pass system** with **QR code scanning** for authentication.
 - Utilized **React.js for the frontend** and **ASP.NET with SQL Server** for secure data handling.
 - Integrated **SEO best practices** for better visibility and performance.
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EDUCATION & CERTIFICATIONS/ COURSES

🎓 BS in Computer Science
📍 PMAS-Arid Agriculture
University, Pakistan | 2024

Application Programing Fundamentals
Coursera

🎓 Pre-Engineering
📍 Govt. Degree College
Jampur, Pakistan | 2019

Google Digital Marketing
Coursera