

Hafsa Arif

Helping businesses grow online through SEO, Websites & Creative Designs | Full Stack Developer | Digital Marketer

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Summary

I empower startups, small businesses, and entrepreneurs to build impactful online presences. My expertise spans modern websites, engaging content, and effective digital marketing strategies. With skills in WordPress, Laravel, SEO, and design, I deliver solutions that are visually appealing and result-driven. Always open to exciting collaborations.

Top Skills



SEO

Optimizing for online visibility.



Social Media Management

Building online communities.



Blogging & Article Writing

Crafting engaging written content.



Content Creation

Developing compelling narratives.

Technical Proficiencies



WordPress

Website development & customization.



Bootstrap

Responsive front-end development.



JavaScript

Interactive web experiences.



PHP

Server-side scripting.

Languages

English

Proficient in written and spoken English.

Urdu

Native speaker of Urdu.

Certifications

Website Development

Certified in modern web development practices.

Digital Marketing

Certified in comprehensive digital marketing strategies.

Experience: Vocational Training Centre

Web Developer (August 2024 - Present)

Collaborating with experts, I deliver specialized training in front-end development and WordPress. We provide hands-on guidance on HTML, CSS, JavaScript, React, Angular, theme customization, plugin development, and site optimization. Through interactive sessions and real-world projects, we empower trainees to build responsive, user-friendly web applications.

Empowering Future Developers

01

Front-End Fundamentals

HTML, CSS, JavaScript basics.

03

WordPress Specialization

Theme & plugin development.

02

Framework Mastery

React and Angular expertise.

04

Real-World Projects

Hands-on application of skills.



GirlScript Summer of Code Contributor

July 2025 - Present

Contributing to the GirlScript Summer of Code, fostering open-source development and community engagement. This role involves collaborating on projects and mentoring aspiring developers, enhancing my skills while giving back to the tech community.

Education



University of Education, Lahore

Bachelor's degree, Information Technology

2021 - 2025

Jauharabad, Punjab, Pakistan