



Umer Amin Durrani

Developer/SEO Analyst

◎ KARACHI

A multi-talented professional with expertise in development, design, and sales. I possess strong skills in programming languages, database optimization, UX/UI design, graphic design, branding, sales techniques, and customer service. I am self-motivated, detail-oriented, and results-driven, passionate about creating innovative solutions that help businesses succeed.

👤 Personal info

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Socials : [umer-amin.carrd.co](https://carrd.co/umer-amin)

💻 Skills

Angular Js React Js

Wordpress/Shopify Flutter

JSON WEB API .NET

Content Research UI/UX

SEO LINUX

Web Scrapping Python

Template Integration Lead Generation

🌐 Tools

Figma Notion

SemRush Hubspot

Bitrix MailChimp

Sketch Selenium

Enhanced Strategy Builder MSSQL

💬 Languages

ENGLIISH B2 Upper intermediate

URDU Native

★ Awards

2022 | Website CCTV, 3rd Place

Inovi-Solution

2022 | Cam Finder Web, 1st Place

Inovi-Solution

Certified SEO Analyst-Writer

Coursera

⌚ Experience

2022/ May-2022/ June **Content Writer**
Inovi-Solution

- Shaped SEO-rich Website Content
- Structured blog & articles and served as Copywriter
- Addressed & edited books as ghostwriter
- Banners / Posters Creator

2022/July - 2022/Sept **Web-Developer**
Inovi-Solution

- Custom Frontend Development
- CMS - Development
- LINUX operator
- WordPress Developer
- MERN Stack Developer
- Core Angular Js
- Wix & Shopify (Custom Liquids)

2022/Oct **SEO Analyst / SMM**
Freelance - Upwork

- SEO Analysis
- SEO Audit
- Social Media Management
- Keywords Ranking
- Product Hunting
- Ads Management
- On-Site SEO

2022/Nov- 2023/Apr **Team Lead Management**
Inovi-Solution

- Cold Calling Skills
- UpSales Skills
- Upwork Bidding
- Business Development
- Leads Generation
- E-mail Marketing
- Team Management
- CRM Management

2023/Aug- 2024/June **Software Engineer/Application Developer**
Axon-Solution

- Flutter Development
- Dart Programming Language
- Web Api Development
- .Net6 Core
- Asp.Net
- Razor Pages
- Widget-based Development
- UI/UX Design
- State Management
- Debugging and Testing
- Continuous Learning
- Problem Solving

2024/Aug- 2024/Nov **Software Developer**
ZRG=International

- .NET framework
- Master Pages
- Web Api Management
- Vb.Net
- Backend Functions
- WebForms
- SQL Database Management
- Banking Softwares
- ADO.NET

🎓 Education

2021 | O-Levels in Medical , Psychological Sciences
Cambridge , Bahria College , Karachi

2022 | Matriculation & Intermediate in Biology , Science
Bahria College , Karachi , (Federal Board)

2022-2024 | Aptech HDSE | Certified Software Engineer
Aptech Pakistan - Karachi