WAHAB KHAN NIAZI

Web Developer | Digital Marketer

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SUMMARY

Dedicated digital marketer and web developer with a talent for building user-friendly websites and achieving online success. Being skilled in HTML, CSS, and JavaScript, I combine technical know-how with original ideas. adept at creating captivating digital marketing, managing social media and SEO. a kind and helpful team player committed to providing superior web development and digital marketing services.

EXPERIENCE

PHP Developer
Company Name

2023 - Present
karachi

Company Description
- **Laravel Application Development:** Developed and maintained web applications using the Laravel framework, ensuring adherence to best practices and coding standards.
- **Database Management:** Designed and implemented efficient database structures, utilized migrations, and optimized queries for enhanced performance.
- **Security Implementation:** Implemented robust security measures, including data encryption and secure coding practices, to safeguard applications.
- **Version Control:** Utilized Git for version control, ensuring collaborative development and efficient code management within the team.
- **Backend Optimization:** Optimized server-side performance, reducing response times and improving overall application efficiency.

Digital Marketing
Company Name

12/2023 - Present
karachi

Company Description
- **Enhanced Online Visibility:** In accordance with the role's emphasis on enhancing online visibility, I successfully oversaw SEO operations that improved organic search rankings by 25%
- **Social Media Growth:** Oversaw social media projects, gaining 40% more followers and demonstrating proficiency in boosting brand interaction on digital media.
- **Conversion Rate Optimization**: By using data analytics tools to increase conversion rates by 20%, this strategy showed that it was data-driven and that its goal was to provide quantifiable outcomes.
- **Collaboration Skills**: Worked cross-functionally to coordinate digital initiatives with corporate objectives, demonstrating flexibility and a comprehensive awareness of how marketing affects overall goals.

EDUCATION

Advanced Diploma in Software Engineering
APTECH COMPUTER EDUCATION PAKISTAN

2023 - Present

Digital Marketing
Alkhidmat Foundation Pakistan

2023 - Present

Pre-Engineering
Nusrat Bhutto Government College

2022

SKILLS

PHP Development · Laravel Framework ·

Database Management ·

Problem-Solving · CSS3 · JavaScript ·

UI UX · HTML5 · Bootstrap ·

CSS Frameworks · SEO ·

Social Media Management ·

Audience Research · Target Marketing ·

Facebook Ads · Google Ads

STRENGTHS

💎 **Problem Solving**
Led a project team to boost efficiency by 20% through identifying and resolving production line bottlenecks.

💎 **Communication**
Facilitated improved communication within the team, enhancing collaboration and efficiency.

PROJECTS

Astronomy

Date period   Location

https://eprojects.azfamtech.com/astronomy/
- Designed and launched an astronomy blog project, demonstrating proficiency in front-end web development with a focus on user engagement and dynamic content management.

Covid-19 Online Booking System

Date period   Location

https://github.com/Headbreakerr/Anti_Covid.git
- created and put into use a safe and effective online booking system for COVID-19 vaccinations using Laravel. streamlined the appointment-making process to guarantee a flawless customer experience. incorporated strong features for user notifications and real-time data updates, which helped the immunization campaign succeed.