



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://www.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

ENGLISH	●●●●●○ 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 <i>Inovi-Solution</i> <ul style="list-style-type: none">Shaped SEO-rich Website ContentStructured blog & articles and served as CopywriterAddressed & edited books as ghostwriterBanners / Posters Creator
2022/July - 2022/Sept	Web-Developer <i>Inovi-Solution</i> <ul style="list-style-type: none">Custom Frontend DevelopmentCMS - DevelopmentLINUX operatorWordPress DeveloperMERN Stack DeveloperCore Angular JsWix & Shopify (Custom Liquids)
2022/Oct	SEO Analyst / SMM <i>Freelance - Upwork</i> <ul style="list-style-type: none">SEO AnalysisSEO AuditSocial Media ManagementKeywords RankingProduct HuntingAds ManagementOn-Site SEO
2022/Nov- 2023/Apr	Team Lead Management <i>Inovi-Solution</i> <ul style="list-style-type: none">Cold Calling SkillsUpSales SkillsUpwork BiddingBusiness DevelopmentLeads GenerationE-mail MarketingTeam ManagementCRM Management
2023/Aug- 2024/June	Software Engineer/Application Developer <i>Axon-Solution</i> <ul style="list-style-type: none">Flutter DevelopmentDart Programming LanguageWeb Api Development.Net6 CoreAsp.NetRazor PagesWidget-based DevelopmentUI/UX DesignState ManagementDebugging and TestingContinuous LearningProblem Solving
2024/Aug- 2024/Nov	Software Developer <i>ZRG-International</i> <ul style="list-style-type: none">.NET frameworkMaster PagesWeb Api ManagementVb.NetBackend FunctionsWebFormsSQL Database ManagementBanking SoftwaresADO.NET

Education

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

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

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