ZAID KHAN

Web Developer (MERN) | SEO & Digital Marketing | WordPress & Analytics

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Portfolio: <u>View Portfolio</u> │ Github: <u>View Git-hub</u> │ LinkedIn: <u>View LinkedIn</u>

SUMMARY

Highly motivated Web Developer and SEO Specialist with hands-on experience in building responsive, user-centric websites using HTML, CSS, JavaScript, and the MERN stack. Proficient in WordPress CMS management and implementing on-page and technical SEO strategies to enhance website visibility, ranking, and user experience. Adept at translating business needs into efficient, high-quality web solutions. Passionate about continuous learning, digital innovation, and leveraging both development and marketing skills to drive online growth.

SKILLS

- **Web Development:** HTML, CSS, JavaScript, React.js, Node.js, Express.js, MongoDB
- **CMS & SEO:** WordPress, On-page & Technical SEO, Keyword Optimization, Meta Tags, Site Structure Optimization, SEMrush
- **UI/UX & Design Tools:** Figma, Canva, Elementor
- **SEO & Analytics Tools:** Screaming Frog SEO Spider, Yoast SEO, Google Search Console, Google Keyword Planner, Google Analytics
- **Other Skills:** Responsive Design, API Integration, Stripe Payments, Version Control (GitHub)

WORK EXPERIENCE

Web Development Intern
Training Program │ 5 August 2025 – 5 September 2025
- Successfully completed internship in Web Development.
- Gained hands-on experience developing responsive, interactive websites using modern web technologies.
- Demonstrated consistency, creativity, and collaboration throughout the internship.
- Strengthened problem-solving and debugging skills while following industry best practices.
- Certificate: *View Certificate*

Digital Marketing Intern
Training Program │ 5 August 2025 – 5 September 2025
- Successfully completed internship in Digital Marketing.
- Applied digital marketing concepts including keyword optimization, SEO content creation, and analytics.
- Enhanced website ranking and visibility through SEO audits and keyword-based improvements.
- Developed a deep understanding of content management using WordPress.
- Certificate: *<u>View Certificate</u>*

EDUCATION

BSc. (Hons) in Creative Computing
Bath Spa University (RAK Campus)
Graduated: September 2025
- Focused on Web Development and Digital Marketing

KEY ACADEMIC PROJECTS

- **TuneUp –** A full-stack vehicle management app developed using MERN stack. Allows users to log fuel and service records, view vehicle details via VIN, track monthly expenses, receive maintenance reminders, PDF/CSV export options and integrated stripe payment support.
  Github Link: https://github.com/zaidae2023/tommorowsweb
- **MoneyTrack –** A collaborative web app built to help users manage income, track expenses, scheduled payments, and download financial reports. Key features include secure user login, interactive charts, PDF/CSV export options, and integrated stripe payment support.
  Github Link: https://github.com/zee321123/finalyear
- **WordPress Website (Group Project) –** Collaboratively built a business website for Gohar Al Gillani company. Integrated and connected various components to transform the concept into a fully functional WordPress website.
  Demo Video: https://youtu.be/9qBOJ3Q8I34
- **WordPress Practice Site –** Built a sample website to explore theme customization and layout editing using Elementor and plugins. Gained a working understanding of WordPress functionality.
- **SEO Practice Project –** Applied basic SEO techniques to improve a demo site's structure and visibility, using tools like Screaming Frog SEO Spider, Yoast and Google Search Console for testing and analysis.

ACHIEVEMENTS

- Received Excellence Award in Year 3, Semester 1 & Semester 2 for achieving an A grade.

ADDITIONAL INFORMATION

- Passionate about continuously learning new technologies and enhancing technical skills.
- Detail-oriented and committed to delivering high-quality work.
- Able to manage time efficiently and adapt quickly to new challenges and project requirements.

CERTIFICATIONS

- **Introduction to HTML -** [*View Certificate*]
- **Introduction to CSS -** [*View Certificate*]
- **Introduction to JavaScript -** [*View Certificate*]
- **The Hour of Code -** [*View Certificate*]
- **Certificate of Completion – Gohar Al Gillani Company Website Project -** [*View Certificate*]
- **Technical WordPress SEO (2019) -** [*View Certificate*]
- **SEO: Keyword Strategy -** [*View Certificate*]
- **SEO Essentials with Semrush -** [View Certificate]
- **Certificate of Academic Excellence Year 3 Semester 1 -** [*View Certificate*]
- **Certificate of Academic Excellence Year 3 Semester 2 -** [*View Certificate*]