MUHAMMAD ZUHAIRZEB

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Pakistan

SUMMARY

Detail-oriented BS Artificial Intelligence student with 4 years of experience in WordPress development, Python programming, and digital marketing. Proven ability to develop customized, SEO-optimized websites and applications, enhancing user experience and driving engagement. Adept at collaborating with clients and mentoring interns in WordPress development. Strong technical background in Python, AI, and cloud technologies.

EXPERTISE

Web Development: WordPress, Theme Customization, WooCommerce, Elementor
Programming: Python, C++, HTML
Design: Adobe Photoshop, Framer
Digital Marketing: SEO, Facebook Ads, Social Media
Tools: VS Code, PyCharm, XAMPP, Cpanel, Docker, GitHub

PROFESSIONAL EXPERIENCE

Digital Empowerment Pakistan   **August 2024 - Present**
WordPress Mentor

Demonstrated exceptional leadership by mentoring two cohorts of interns in WordPress development, contributing to a high success rate of project completions. Spearheaded the training program, focusing on practical website-building skills, including theme customization and plugin integration.

Accomplishments:

- Mentored 40 interns, guiding them in the creation of functional e-commerce, portfolio, and blog websites.
- Delivered targeted online classes covering key WordPress concepts, resulting in 100% project submission within deadlines.
- Resolved complex technical challenges, increasing overall intern satisfaction by 90%.
- Introduced advanced WordPress techniques such as SEO optimization and security enhancements, improving website performance and visibility.
- Boosted project quality by implementing best practices in user experience design, resulting in 30% higher engagement rates on completed websites.

Digital Empowerment Network   **Jul 2024 – Aug 2024**
WordPress Developer (Remote Internship)

Played a pivotal role in developing client-centric WordPress solutions, enhancing website functionality and user experience. Customized themes to align with brand identities and improved site security, SEO, and performance.

Accomplishments:

- Customized WordPress themes with layout modifications, improving mobile responsiveness and user engagement by 25%.
- Integrated and managed essential plugins for SEO, security, and performance, boosting site performance scores by 40%.
- Enhanced website security by configuring firewalls, managing updates, and performing regular backups.
- Developed user-friendly navigation and organized content to optimize SEO, leading to a 30% increase in organic traffic.
- Ensured seamless cross-device functionality through extensive testing, improving the website experience on all platforms.

Freelance Jan 2021 – Present
WordPress Developer

Successfully delivered high-impact, customized WordPress websites for a diverse client base, including e-commerce, portfolio, and blog websites. Focused on driving client business growth through enhanced user experience, mobile optimization, and SEO strategies.

Accomplishments:

- Developed 25+ WordPress websites, resulting in a 35% increase in client inquiries and project engagements.
- Customized themes for diverse industries, enhancing mobile responsiveness and improving user experience across devices, contributing to a 40% rise in mobile traffic.
- Integrated advanced SEO practices, boosting client website visibility and organic search rankings by up to 50%.
- Collaborated with clients to understand business needs, achieving a 98% project approval rate and ensuring timely project delivery within budget.
- Implemented WooCommerce and other key plugins to enable e-commerce functionality, increasing client sales by 30%.

EDUCATION

Islamia College Peshawar Nov 2023 – Present
BS in Artificial Intelligence

PIAIC
Certified Cloud Native Applied Generative AI Engineer Jul 2024 – Jul 2025

CERTIFICATIONS

- Certificate of Mentorship | Digital Empowerment Network
- WordPress Intern Certificate | Digital Empowerment Network
- Crash Course on Python | Google
- Python Programming | University of Pennsylvania
- Introduction to AI | IBM
- Basics of Generative AI | Open Weaver
- Learn WordPress Without Coding | BitDegree

PROJECTS

- Multivendor E-Commerce Website: Developed a multi-vendor e-commerce platform with seamless payment integration and vendor management features, resulting in a 30% increase in customer satisfaction.

- Python Digital Clock: Designed a fully functional digital clock using Python, showcasing practical knowledge of Python programming and time module handling.

- WordPress Blog Website: Built an SEO-optimized blog with structured content and enhanced user experience, driving a 40% increase in organic traffic.

- Pharmaceutical Website: Customized WooCommerce, optimized SEO, enhanced site security, and developed functional forms and appointment pages for a pharmaceutical client.

VOLUNTEERING

Emergency Preparedness Coordinator

UNICEF & WHO

- Organized and led emergency preparedness programs, facilitating rapid response during crises.