

Muhammad Faizan

📍 Gujrat, Pakistan ✉ mrfaizan726@gmail.com ☎ +92 347 0429941 🌐 www.codeli.tech 👤 muhamad-faizan-dev
🔗 M-FaizanAli

Summary

Full-Stack Web Developer (MERN) and Digital Marketing Specialist with 4+ years of experience building high-performance websites, eCommerce platforms, and SaaS tools. Proven track record of combining technical development with data-driven digital growth strategies to help businesses launch, attract, convert, and retain customers. Proficient across modern JavaScript frameworks, CMS platforms, and the full digital marketing stack including SEO, SEM, and paid advertising.

Experience

Fiverr / Upwork, Freelance Full-Stack Web Developer & SEO Specialist

Remote

- Designed, developed, and deployed 20+ client websites using React.js, Next.js, Node.js, WordPress, and Shopify
- Implemented on-page and technical SEO strategies, improving average client organic traffic by 60%
- Managed Facebook and Google Ads campaigns with combined monthly budgets of \$5,000+, achieving 3x+ ROAS
- Maintained a 5-star rating with 100% client satisfaction across both platforms
- Optimized website performance (Core Web Vitals), reducing load times by up to 50%

Apr 2022 – present
4 years 3 months

Admin To Us, Web Developer & SEO Optimizer

Gujrat, Pakistan

- Built and maintained the company website (admintous.com) using WordPress, achieving top 3 Google rankings for target keywords
- Performed keyword research, competitor analysis, and content optimization to sustain organic growth
- Collaborated with the IT department to streamline administrative service workflows through web-based tools

Jan 2021 – Feb 2022
1 year 2 months

Projects

Sweet Brazil Market – eCommerce Platform

2023

- Developed a full eCommerce website for a Brazilian food store using WordPress with WoodMart theme, Elementor, and WooCommerce
- Integrated payment processing, product catalog management, and responsive design for mobile-first experience
- sweetbrazilmarket.com ↗

EverLast GC – Online Laundry Services

2023

- Built a professional service-booking website for a US-based laundry business using WordPress CMS
- Implemented SEO best practices resulting in first-page Google ranking within 3 months of launch
- everlastgc.us ↗

Admin To Us – Corporate Website & SEO

2021

- Designed and developed the corporate website for an administrative services company
- Executed comprehensive SEO strategy achieving and maintaining top Google rankings for competitive local keywords
- admintous.com ↗

RFQ Processor – AI-Powered Automation Tool

2024

- Engineered an intelligent system that extracts and analyzes Request for Quotation (RFQ) data from Outlook .msg and PDF files
- Integrated OpenAI GPT API, OCR (Tesseract), and PyPDF2 for automated document parsing and data extraction
- Reduced manual RFQ processing time by an estimated 80%, enabling faster bid turnaround

Education

BS **Virtual University of Pakistan**, Computer Science
• Currently pursuing Bachelor's degree in Computer Science

Oct 2023 – present

Certifications

Digital Marketing & SEO Certification – NAVTTC

Jan 2023

- 6-month advanced certification by National Vocational and Technical Training Commission (NAVTTC)
- Completed at Faran Institute of Engineering and Technology, Gujrat

Google IT Support Specialization – Coursera

Jan 2023

- Professional certificate issued by Google via Coursera
- [View Certificate](#) 

Technologies

Frontend: HTML5, CSS3, JavaScript (ES6+), TypeScript, React.js, Next.js, Bootstrap, Tailwind CSS

Backend: Node.js, Express.js, PHP, Python

Databases: MongoDB, MySQL, PostgreSQL

CMS & eCommerce: WordPress (Advanced), Shopify, WooCommerce, Elementor, WIX

DevOps & Tools: Git, GitHub, Docker, Postman, VS Code, Figma, N8N Automation

Digital Marketing: SEO (On-Page, Technical, Local), Google Ads, Facebook Ads, Google Analytics, Search Console

Programming Languages: C, C++, Java, Python