

Anas Ahmed

Digital Marketer | WordPress Developer | SEO Expert

Passionate WordPress Developer with 6 months of experience in building mobile-friendly, search engine-optimized websites. Skilled in customizing themes, integrating plugins, and improving site speed and performance.



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EDUCATION

School

GOVT BOYS SECONDARY SCHOOL KTS-1

04/2023 - 04/2025

Karachi

Degree

- Matriculation

Course

The Hunar Foundation

07/2025 - Present

Karachi

Courses

- Digital Marketing
- SEO
- Word Press

WORK EXPERIENCE

Digital Marketing & WordPress Projects (Beginner Level)

Sheherbazaar.ztechmentor

07/2025 - Present

Karachi

Created sample WordPress websites to practice theme customization and plugin integration.

Achievements/Tasks

- Performed **Product SEO** including keyword research, meta titles, descriptions, and image optimization to improve visibility
- Created a professional **"About Us"** page to enhance brand identity and trust
- Worked on **content creation** and basic **on-page SEO optimization** for product listings
- Improved overall user experience through clean design and SEO-friendly structure

SKILLS

WordPress Website Development

Theme Customization & Plugin Integration

Search Engine Optimization (On-Page & Off-Page)

Search Console

Website Speed Optimization

Social Media Marketing & Management

Google Ads & Meta Ads Campaigns

E-commerce (WooCommerce Setup & Management)

Graphic Design with Canva

Email Marketing

CERTIFICATES

Coursera Google Certifite (10/2025 - Present)

Digital Marketing and E-commerce

Smerush (08/2025 - Present)

Keyword Research

Udemy (10/2025 - Present)

Blogging and Influencer Marketing

LANGUAGES

English

Full Professional Proficiency

Urdu

Full Professional Proficiency

INTERESTS

Digital Marketing Trends

WordPress Design & Development

Social Media Advertising

E-commerce & Online Branding

Learning New Marketing Tools