

# MIRZA YASIR ABDULLAH BAIG

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## | SEO EXPERT | BLOGGER | MERN DEVELOPER | DIGITAL MARKETER

A results-driven professional with over 3 years of experience in SEO and content writing, specializing in WordPress. Skilled in digital marketing with 1 year of hands-on experience, complemented by strong technical expertise as a MERN stack developer. Proven ability to create engaging content, optimize websites, and develop dynamic web applications to support business growth.

## WORK EXPERIENCE

### WordPress | SEO | Blogging | Content Writer (Remote) Dec 2020 - Nov 2023

- On-page SEO, off-page SEO, Technical SEO
- WordPress Customization, Elementor pro Expert, Canva Pro Expert
- Remote Job as a SEO Content Writer at Lucky Software House, Sargodha

### Web Development At ULTRA CODES, Lahore Nov 2023 - February 2024

- Gained hands-on experience in web development during 4 months at Tech Bazaar, working on diverse projects.
- Developed and maintained web applications using React.js, Node.js, MongoDB, and APIs.
- Contributed to building dynamic, responsive, and efficient web solutions to meet client requirements.

### Senior SEO Expert At FAIRCHANCE FOR CRM, Lahore July 2024- Present

- Senior SEO Expert and SEO Content Writer
- On-page SEO, Off-Page SEO, Backlinks Generation, Email Marketing
- WordPress Customization, Google Analytics, Social Media Marketer

### SEO Executive At Climber Digital Agency (Remote) Oct 2024- Jan 2025

- SEO Executive and SEO Content Writer
- On-page SEO, Off-Page SEO and Technical SEO
- WordPress Customization, Google Analytics, Google Search Console

## SKILLS

- SEO, on-Page, Off-Page, Technical SEO
- Digital Marketing
- WordPress Customization
- Front-end Development - Html. CSS, Bootstrap
- Social Media Marketing
- Canva Pro
- SEMrush, Ahrefs, ubersuggest, Moz For SEO
- MERN Stack
- SEO Content Writing
- Google AdSense Expert

## EDUCATION

Intermediate in Pre-Engineering Nov 2017 - Aug 2019  
Superior Group Of Colleges, Sargodha

Bachelor of Science in Computer Science (BSCS) Nov 2019 - Aug 2023  
University of Lahore

## AWARDS AND CERTIFICATES

- React Advanced (2024)
- Programming with JavaScript (2024)
- Advanced Content and Social Tactics to Optimize SEO (2024)
- Cybersecurity Coursera (2023)

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