ABU ZAR MISHWANI

Front-End Developer | SEO & WordPress Specialist

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📍 **Drosh, Chitral, Khyber Pakhtunkhwa 17220, Pakistan**

SUMMARY

Computer Science graduate from the University of Chitral with a passion for modern technology, programming, and Artificial Intelligence (AI). I specialize in front-end development and SEO, crafting fast, user-friendly, and search-optimized websites using WordPress, Elementor, HTML, CSS, JavaScript, and React. With expertise in on-page, technical, and content optimization, I help businesses improve search rankings and online visibility. As the founder of TechABU, I share insights and tutorials on programming, WordPress, SEO, AI, and emerging tech trends. On Fiverr, I provide professional web development, SEO, and content writing services, delivering high-quality solutions tailored to client needs.

EXPERIENCE

SEO Strategist
COCO Development Group (Indonesia)

📅 02/2025 - Present   📍 Remote Work

🔗 https://cocodevelopmentgroup.com/

A real estate development firm in Bali, creating high-value properties:

- Resolved all technical and on-page SEO issues, leading to better indexing and performance.
- Improved keyword rankings and optimized website structure, increasing organic visibility.
- Enhanced website speed and achieved 95+ score on PageSpeed Insights, resulting in lower bounce rates.

Web Developer & SEO Specialist
SoftLixx Technologies Pvt Ltd

📅 01/2025 - Present   📍 Peshawar, Pakistan

🔗 https://softlixx.com

Full-time Web Developer and SEO Strategist responsible for website development and SEO:

- Optimized 5+ websites for speed, mobile responsiveness, and user experience using WordPress, Elementor, and SEO best practices.
- Implemented advanced SEO strategies, increasing site rankings and organic traffic by 20%.

Front-End & Mobile App Developer
Overseas Chitralis Community (OCC)

📅 11/2024 - 02/2025   📍 Remote Work

🔗 https://overseaschitraliksa.org/

Community organization focused on connecting overseas Chitrali individuals:

- Developed the front end of OCC's website with React and the Android app with Flutter, ensuring a responsive and seamless user experience across web and mobile.
- Optimized scripts, server, and database, cutting load times by 40% and ensuring secure onboarding for 800+ members.

EDUCATION

Bachelor of Science in Computer Science (BSCS)
University of Chitral

GPA **3.60** / 4.0

📅 09/2020 - 12/2024   📍 Chitral, Pakistan

- **Coursework:** Web Development, Software Engineering, Database, Compiler Construction, Theory of Automata, Networking, Network Security, Cryptography, Artificial Intelligence, and more.
- **Final Year Project:** Developed Khowar Folktales, a mobile application using Java, Firebase, and AndroidX to digitize and preserve Khowar folktales. The project involved Firebase Realtime Database for data storage, Android Studio for development, and XML for UI design. It was built following MVVM architecture for scalability. Additionally, worked on cartoon animation to visually represent folktales, enhancing user engagement and storytelling.

Intermediate in Computer Science (ICS)
Govt: Higher Secondary School, Drosh

📅 08/2018 - 07/2020   📍 Drosh, Pakistan

Matriculation
Drosh Public School & College

📅 08/2016 - 07/2018   📍 Drosh, Pakistan

CERTIFICATIONS

Google IT Support
Google

SEO Specialization
University of California, Davis

Certificate Information Technology
Trade Testing Board, Peshawar (TTB)

EXPERIENCE

Business Operations Manager
Austin Rug Store (United States)

📅 06/2024 - Present   📍 Remote Work

🔗 https://www.austinrugstore.com/

Retail company specializing in selling rugs online:
- Resolved downtime issues and optimized site performance, achieving 99.9% uptime.
- Enhanced security protocols, reducing hacking attempts and strengthening website defenses.
- Implemented on-page & technical SEO, increasing organic search traffic by 35%.

Intern
Deputy Commissioner Summer Internship Program

📅 09/2022 - 11/2022   📍 Lower Chitral

Internship providing exposure to local government and administrative processes:
- Researched and authored a district gazetteer (awaiting publication)
- Conducted detailed analysis and documentation to support local government initiatives

Founder, Front-End Developer & Tech Writer
TechABU

📅 09/2020 - Present   📍 Drosh, Pakistan

🔗 https://techabu.co/

Personal blog dedicated to technology insights and tips:
- Built and managed a technology blog, writing in-depth articles on WordPress, SEO, and AI, achieving an 81% increase in readership and engagement.
- Applied SEO strategies that increased website traffic by 92%.

VOLUNTEERING

Data Management Volunteer
Alkhidmat Foundation Pakistan

📅 04/2020 - 05/2020   📍 Chitral, Pakistan

Volunteered at Al-Khidmat Foundation Chitral, digitizing survey data of flood-affected individuals to enhance record-keeping and relief efforts.

KEY ACHIEVEMENTS

GPA Calculator & Planner
Developed and published a GPA calculation & planning app on the Google Play Store, achieving 50K+ installs and a 4.9-star rating. The web interface was built using HTML, CSS, and JavaScript, while the Android app was developed using Java and XML, ensuring a smooth and responsive user experience.

Spot Web Tools
Developed and launched a web (PHP, Bootstrap) and Android app (JAVA) featuring 190+ free SEO and web tools, enhancing user experience and accessibility for digital marketers and developers.

TECHNICAL SKILLS

Web Development

`WordPress` `WooCommerce` `HTML` `CSS` `JavaScript` `PHP` `React` `Bootstrap` `Tailwind CSS` `Elementor` `Gutenberg` `Canva`

SEO

`On-Page SEO` `Off-Page SEO` `Technical SEO` `Local SEO` `Speed & Performance Optimization`

Programming Languages

`Python` `Java` `C` `C#` `C++`

Other Skills

`Content Writing` `IT Problem-Solving` `Communication Skills` `Blogging` `Version Control (Git/GitHub)` `MySQL`

TOOLS & TECHNOLOGIES

Git   GitHub   Firebase   MySQL

cPanel   CloudFlare   SEMrush

Google Analytics   VS Code   Figma

Moz   Ubersuggest   Canva

LANGUAGES

Pashto (پښتو)   Native

Urdu (اُردو)   Native

Khowar (کهوار)   Native

English (انگریزی)   Fluent