

# 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 Khwar Folktales, a mobile application using Java, Firebase, and AndroidX to digitize and preserve Khwar 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 (کھوار) Native

English (انگریزی) Fluent