



# MOEEZ UL REHMAN

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## SUMMARY

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Results-oriented Mechanical and Mechatronics Engineer seeking a challenging position to apply expertise in designing and implementing innovative solutions for complex engineering challenges. Proven track record of success in project management, problem-solving, and cross-functional collaboration. Adept at utilising cutting-edge technologies to optimise processes and enhance overall efficiency.

## WORK EXPERIENCE

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### Digital Marketing Experience

- Experienced in search engine optimization (SEO) techniques to drive organic traffic and improve search rankings
- Proficient in social media marketing, including content creation, community management, and social media analytics
- Skilled in pay-per-click (PPC) advertising on platforms like Google Ads and social media to generate qualified leads

### WordPress Developer Experience

- Extensive experience in WordPress website development, including custom theme and plugin integration
- Proficient in WordPress core customization, including modifying templates, hooks, and functions to achieve client-specific requirements

### Search Engine Optimization Experience(SEO)

- Skilled in conducting in-depth keyword research to identify high-intent, low-competition keywords align with target audience intent
- Experienced in on-page optimization techniques, including optimizing title tags, meta descriptions, header tags, content structure, and image alt text
- Proficient in technical SEO, such as site architecture optimization, content indexation, and local SEO

## EDUCATION

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### Bachelor of Data Science

Aug 2021 - Oct 2025

The Islamia University Bahawalpur

- Major in Data Analysis.

## SKILLS

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- Word Press Developer
- Digital Marketing
- Search Engine Optimization

## ADDITIONAL INFORMATION

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- **Technical Skills:** on-page/off-page/Technical SEO, custom Theme customization, Project Management, SMM, Affiliate Marketing.
- **Languages:** English, Urdu.
- **Certifications:** See On LinkedIn.
- **Awards/Activities:** Actively participated in the "Innovation for Tomorrow" community outreach program, promoting STEM education and inspiring local students.