ABDUL MOID

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Profile

With a Master's in Big Data Analytics from Sheffield Hallam University and a strong foundation in Computer Science from Sir Syed University, I bring over 4 years of specialized experience in WordPress development and a passion for data-driven problem solving. Proven expertise in SEO, Google Analytics, and web analytics, coupled with hands-on involvement in data analysis projects using R Studio, Tableau, SQL, and Power BI.

Education

Sheffield Hallam University, Msc Big Data Analytics
(Achieved: Merit; 67%)

Relevant modules include: **Jan 2023 – Jan 2024**
- Advanced Data Management, Machine Learning, Data Analytics and Decision Making. Hands on experience on research based problems. Scored Merit in each module
- <u>Dissertation for Computing</u>: Early Diabetes Prediction through Deep Learning.

Sir Syed University of Engineering & Technology, Bs in Computer Science   **Jan 2017 - Dec 2020**
(Achieved: 2nd Class Honours, 3.12 / 4 GPA)

Relevant modules: Artificial Intelligence, Data Warehouse, Python, Project Management etc.

Work experience

EFLAVOURS (Sheffield,UK) , Wordpress Developer   **February 2023–April 2023**

- Developed and customized WordPress websites utilizing ACF (Advanced Custom Fields) to create bespoke content structures, enhancing site functionality and user experience.
- Employed HTML, CSS to design and implement responsive social media graphics, including images, infographics, and banners, while ensuring compatibility across various devices and browsers.
- Integrated website events and goals with Google Analytics, implementing on-page SEO techniques such as keyword research, meta tags optimization, and content optimization using Git for version control to improve website visibility and search engine rankings.
- Executed off-page SEO strategies, leveraging my knowledge of DNS management and server administration to enhance website authority and organic search visibility.
- Managed WordPress site maintenance and updates, ensuring high performance and security through regular Git version control system updates and MySQL database optimizations

Minhasoft Inc (Karachi,Pakistan), Wordpress Developer – Part Time   **October 2022–December 2022**

- Developed and maintained WordPress websites, demonstrating proficiency in HTML, CSS, PHP, and MySQL, along with custom theme and plugin implementation to meet specific client requirements.
- Converted design concepts into HTML templates, focusing on cross-browser compatibility, responsiveness, and incorporating JavaScript for dynamic user interfaces.

- Utilized Git version control for collaborative project management, ensuring efficient team coordination and consistent code quality.
- Implemented and optimized advertising campaigns on Facebook and Google Ads, using data-driven strategies informed by Google Analytics to target specific audiences and monitor key performance indicators

HBZ Services Private Limited (Karachi,Pakistan), Web Developer   March 2022 – December 2022

- Excelled in WordPress development, customizing themes and employing page builders with a strong command of ACF, JQuery, and MySQL, facilitating robust website functionality and user interaction.
- Managed multiple tasks with flexibility, applying Git version control for efficient workflow management and collaboration across development projects.
- Enhanced user experience and site performance through expert application of technical SEO best practices, server administration including Plesk, and management of server-side resources such as cPanel, CDNs, DNS

Bazzle.pk (Karachi,Pakistan), Web Developer   November 2020 – March 2022

- Demonstrated command over WordPress, WooCommerce, Shopify, customizing themes and plugins, and integrating third-party APIs for enhanced site functionality and eCommerce capabilities.
- Employed HTML, CSS and JavaScript to develop responsive and user-friendly website interfaces, ensuring seamless user experiences across devices.
- Conducted technical SEO audits and optimizations, applying a deep understanding of Google Analytics, Google Tag Manager, and Google Search Console to drive organic traffic and improve search engine rankings

Rholab Interactive (Karachi,Pakistan), Web Developer   April 2019 – November 2020

- Built and maintained websites using HTML, CSS, WordPress, and Shopify, focusing on theme customization and feature design to meet client specifications and business goals.
- Specialized in server-side resources management, demonstrating skills in server administration (Plesk), DNS management, and hosting solutions to ensure optimal website performance and security

Projects

Flight Delay and Cancellation Analysis, Data Analytics
- Established Azure VM for scalable and secure data handling.
- Performed comprehensive data analysis using R Studio and Tableau to identify factors affecting flight punctuality and reliability.
- Integrated multiple data sources to assess and visualize trends in flight delays and cancellations.

Motor Vehicle Theft Analysis, Data Analysis
- Analyzed vehicle theft patterns using Tableau and statistical methods.
- Derived insights on theft frequencies, high-risk vehicle types, and regional theft rates.
- Conducted detailed temporal analysis to guide theft prevention strategies.

UAE Cake Ingredients Sales Analysis, Business Analytics
- Executed data extraction and KPI development using SQL and Power BI
- Created a dynamic dashboard to visualize and analyze sales data trends and customer engagement.
- Analyzed sales performance data to drive strategic business decisions and improve customer service