

# Waseem Abbas

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## WORK EXPERIENCE

**Founder & CEO | Full Stack Developer | SEO & Meta Ads Expert | AI Video Creator**

**EURO DIGI TECH SOLUTION** (2023 – Present)

- Founded and leading a full-service digital agency delivering web development, SEO, paid ads, and AI-based marketing solutions.
  - Architected and delivered full-stack applications using **MERN Stack, React.js, WordPress, Shopify, and Webflow**.
  - Planned and executed **On-page, Off-page, and Technical SEO** strategies improving organic visibility and lead flow.
  - Managed **Meta Ads (Facebook & Instagram)** campaigns including funnel setup, creatives, A/B testing, and conversion tracking.
  - Produced **AI-powered promotional and ad videos** using advanced prompt engineering and AI tools.
  - Led client communication, requirement analysis, project planning, delivery, and post-launch support.
  - Drove business development through lead generation, proposals, and long-term client retention strategies.
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**Front-End Web Developer | Business Development**

**WayForward Digital Solutions** (April 2024 – Jan 2026)

- Built high-performance responsive websites using **React.js, Tailwind CSS, WordPress, Shopify, and Webflow**.
  - Optimized UI/UX to improve page load speed and reduce bounce rates.
  - Implemented **on-page and off-page SEO** techniques to increase organic traffic.
  - Collaborated with cross-functional teams to deliver scalable and user-centric solutions.
  - Supported business development through **LinkedIn Sales Navigator, Upwork, Fiverr, and cold outreach**.
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**SEO Specialist (Remote)**

**Odessys** (Sep 2024 – Nov 2025)

- Executed data-driven **SEO strategies** to improve keyword rankings and organic performance.
  - Conducted keyword research, competitor analysis, and technical audits.
  - Built high-quality backlinks and managed outreach campaigns to strengthen domain authority.
  - Monitored performance using **Ahrefs, SEMrush, and Google Analytics**.
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**Data Scientist Trainee**

**Samsung Innovation Campus** (Oct 2024 – Dec 2024)

- Developed an AI chatbot for a coffee shop to improve customer interaction and order handling.
  - Used **NumPy and Pandas** for data cleaning, analysis, and insights.
  - Collaborated with team members to enhance chatbot functionality.
  - Applied machine learning concepts to real-world, data-driven solutions.
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## Front-End Developer

### AI-Merak Tax Consultant (Nov 2022 – Dec 2023)

- Developed responsive web applications using **React.js, WordPress, and Shopify**.
  - Built scalable UI components with **Tailwind CSS and Bootstrap**.
  - Led a small development team, improving workflow efficiency and delivery timelines.
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## Freelance Web Developer & Digital Marketer

(2019 – 2022)

- Delivered freelance projects in **website development, SEO, and social media marketing** for local clients.
  - Built static and dynamic websites using HTML, CSS, JavaScript, and WordPress.
  - Managed basic SEO optimization, content publishing, and website maintenance.
  - Gained hands-on experience in client handling, requirement gathering, and project delivery.
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## PROJECTS

### Inventory Management System (IMS) | MERN + Tailwind

- Developed a role-based web system to streamline chemical order processing, inventory tracking, and workflow automation.
  - Super Admin: User roles, access control, and system analytics.
  - Manager: Product & order management, stock monitoring.
  - Stock Manager: Real-time inventory updates and order approvals.
  - Mixture Team: End-to-end order fulfillment tracking.
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### AI Coffee Chatbot | React Native, Expo, OpenAI API, Firebase

- AI-powered chatbot to enhance customer engagement for coffee shops.
  - Provides personalized recommendations, FAQs, and order assistance.
  - Built with **React Native, Firebase, and OpenAI API**.
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### Robo-Writer Master | Python, React.js, Tailwind CSS, Firebase

- Content generation platform similar to ChatGPT for blogs and articles.
  - Implemented authentication, subscription plans, and real-time database features.
  - Built responsive UI using **React.js and Tailwind CSS**.
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### Dockside E-commerce Platform | MERN Stack

- Full-stack e-commerce system enabling product listing, purchasing, and user management.
  - Designed and developed as **Final Year Project (FYP)** with complete frontend and backend.
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## CORE SKILLS

**Web Technologies:** HTML, CSS, JavaScript

**Frameworks & Libraries:** React.js, Tailwind CSS, Bootstrap

**Backend:** Node.js, MongoDB

**SEO Tools:** Ubersuggest, Google Analytics

**CMS:** WordPress, Webflow, Shopify

**Others:** Git, VS Code, Prompt Engineering (ChatGPT, DeepSeek)

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## TRAINING & CERTIFICATIONS

Samsung Innovation Campus | Data Scientist | 3 Months

Udemy | Prompt Engineering (DeepSeek) | 1 Week

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## EDUCATION

**Lahore Leads University** (2019 – 2023)

BS Information Technology