

# 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.

### 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**.

### 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**.

### 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