



# HAMZA ALI

## MS OFFICE EXPERT & WEB DEVELOPER

### CONTACT

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New bohagiwal, Bagbanpura  
Lahore

### SKILLS

#### WEB DEVELOPMENT

- HTML / CSS
- JavaScript
- JQuery
- Bootstrap
- PHP
- MySQL
- Laravel
- Word Press

#### SEO & DIGITAL

- On-Page SEO
- Off-Page SEO
- Keyword Research
- Google Analytics

#### OFFICE & PRODUCTIVITY

- MS Excel
- MS Word
- MS PowerPoint
- MS Access
- InPage
- Swich Max
- Blogger
- Canva Design



### EDUCATION

- **Intermediate in Computer Science (ICS - Physics)** 2023-2025  
SHALIMAR COLLEGE
- **IT Basic Course (Office Management)** 2023-2024
- **SEO Course (Search Engine Optimization)** 2024-2025  
BRAINS COLLEGE
- **Web Development & Designer** 2025-2026  
BRAINS COLLEGE ( NAVTTC)



### EXPERIENCE

- **Web Developer & UI/UX Designer** 2025 - Present
  - Designed and developed responsive, modern websites using HTML5, CSS3, JavaScript, Bootstrap, and PHP.
  - Built dynamic web applications with Laravel and MySQL database integration.
  - Customized and managed WordPress websites for performance, speed, and usability.
  - Focused on UI/UX improvements to enhance user experience and engagement.
  - Created modern visual designs and UI elements using Canva for branding and presentation.
- **SEO Specialist (Search Engine Optimization)** 2024 - Present
  - Implemented advanced On-Page SEO strategies including keyword optimization, meta tags, and content structuring.
  - Conducted detailed keyword research to improve organic search visibility and ranking.
  - Developed Off-Page SEO strategies including backlink building and domain authority improvement.
  - Monitored website performance using Google Analytics and SEO tracking tools.
  - Improved search engine ranking and organic traffic through technical SEO practices.
- **Microsoft Office & UI/UX Support Specialist** 2023 - Present
  - Created professional documents, reports, and structured files using MS Word.
  - Designed data sheets and automated reports using MS Excel for efficient management.
  - Built engaging presentations using MS PowerPoint for academic and business use.
  - Assisted in UI/UX design concepts and layout structuring for better visual experience.
  - Managed digital documentation, formatting, and office productivity tasks.



### LANGUAGES

- English (Fluent)
- Urdu (Fluent)