

# SAMMAR MEHMOOD

## WEB DEVELOPER & DIGITAL MARKETING EXPERT

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### SUMMARY

I am a Web Developer & Digital Marketing Expert skilled in React JS, Next JS, WordPress, Shopify, and SEO. I create responsive, scalable, and user-friendly e-commerce and business websites optimized for performance and search engines. Along with development, I provide digital marketing, social media management, and Meta/TikTok Ads services to help brands grow online. I also offer branding solutions including product photography and model-based shoots and engaging brand presence.

### WORK EXPERIENCE

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#### Senior Web Developer — Modeva AS (Remote, Denmark)

Nov 2025 - Present

- Leading the development and maintenance of high-performance web platforms using Next.js, React.js, WordPress, and modern front-end technologies.
- Managing and optimizing servers, hosting environments, deployments, and website security to ensure smooth, stable, and scalable operations.
- Building custom features, improving UI/UX, and enhancing overall website speed, SEO, and performance for multiple international projects.
- Collaborating with cross-functional global teams to deliver reliable digital solutions, while continuously improving development workflows and system architecture.

#### Chief Technology Officer & Head of Development — NA Technologies

Jan 2025 - June 2025

- Designed and developed multiple dynamic websites using WordPress, React.js, and Next.js, ensuring responsive design and high performance.
- Built custom WordPress themes, integrated plugins, and implemented SEO best practices to improve website visibility and rankings.
- Collaborated with cross-functional teams to deliver user-friendly, scalable web solutions, while continuously enhancing skills in modern front-end technologies.

#### Full-Stack (MERN) Developer & SEO Expert — Technic Mentors

Oct 2024 - Jan 2025

- Developed and deployed dynamic websites and applications using the MERN stack, delivering scalable and user-friendly solutions.
- Designed and implemented multiple WordPress websites, ensuring optimal performance, responsiveness, and SEO compliance.
- Led the development of the Capobrain platform using React JS, showcasing expertise in front-end development and component-based architecture.

#### Shopify & WordPress Developer (Part-Time) — The Buzz Logic

Sept 2024 - Jan 2024

- Modified e-commerce websites for Zariya Clothing and Zaid Bin Saeed on Shopify.
- Built an e-commerce website for Arslan Ansari on WordPress and completed The Buzz Logic Portfolio website and redesigned the UI of the Leather Harbour website for a modern and engaging look.
- Completed the full Skindulge website on Shopify, handling design, development, and SEO setup before leaving the company.

## React Developer (Remote) — IMPERIAL MEA GENERAL TRADING LLC

Dec 2023 - April 2023

- Developed SpareParts.me web pages using HTML, CSS, and Bootstrap, ensuring design accuracy and collaborating with designers to deliver a visually appealing website aligned with XD design files.
- Built Cars.me with React.js, integrating frontend with Laravel backend API, delivering a polished and responsive UI with seamless data fetching and interaction.

## Junior Web Developer — IQ SOL

April 2023 - Dec 2024

- Designing and developing websites from concept to launch using HTML, CSS, React, and XD. Successfully migrated simple websites to robust React applications, enhancing performance and scalability

## EDUCATION

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### Bachelor of Information Technology

2020 - 2024

University of the Punjab

- Bachelor of Science in Information Technology (BSIT).
- FYP on "Athletic Sports Wear Uniform E-commerce Website developed in Next Js".

### FSC PRE-ENGINEERING

2018 - 2020

Aspire Group of Colleges

## PROJECTS

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### Athletic Sports Uniform | Final Year Project

- Developed a full-stack e-commerce store for my Final Year Project, leveraging Next.js for the frontend and backend, and MySQL for database management. Designed and implemented a seamless user interface, ensuring efficient user experience and optimal performance. Successfully integrated frontend and backend components, enabling smooth data fetching and transaction processing. Demonstrated proficiency in Next.js, MySQL, and full-stack development, delivering a scalable and robust e-commerce solution.

### Countify

[countify.co.uk](https://countify.co.uk)

- Next.js & Tailwind CSS-based accounting website, Countify, built for a UK client.

### Malik AccountTax

[malikaccounttax.com](https://malikaccounttax.com)

- Next Js & TypeScript-based accounting site with dynamic service pages and Resend email contact integration.

### Toheed Steel Mills

[toheedsteelmills.com](https://toheedsteelmills.com)

- WordPress site for Toheed Steel Mills with custom content writing and image arrangement.

### Mr Fixit

[mr-fixit.solutions](https://mr-fixit.solutions)

- Custom PHP & Bootstrap site for Mr. Fixit, offering top-notch maintenance solutions in Dubai.

### ZLX Technology

[zlx.co.uk](https://zlx.co.uk)

- An AI-driven waste reduction and sustainability platform built with Next.js & Tailwind CSS, designed to optimize resource usage and contribute towards a cleaner, greener future.

### Capobrain School Management System

[capobrain.com](https://capobrain.com)

- Developed Capobrain.com using the MERN stack, delivering a robust and user-centric web application

## Khyber Petroleum

kppl.pk

- Developed a fully Responsive website using Next JS and Tailwind CSS.

## Paras Houseware Limited

[parasuk.co.uk](https://parasuk.co.uk)

- Built a WooCommerce-based WordPress site, tailored for the crockery niche with seamless e-commerce functionality.

## Ring Of Champions

[ringofchampions.pk](https://ringofchampions.pk)

- Developed the Ring of Champions WooCommerce site in WordPress, showcasing products like weightlifting gear, championship belts, horse straps, and farrier tools.

## Usman Plastic Industry

[usmanplasticindustry.com](https://usmanplasticindustry.com)

- Developed the Usman Plastic Industry WooCommerce site in WordPress, providing a seamless platform for showcasing and selling plastic products.

## Nest Health Care

[nesthealthcare.com](https://nesthealthcare.com)

- Developed the Nest Healthcare static website using PHP and Bootstrap, ensuring a responsive and professional design.

## Forever Grace Store

[forevergracestore.com](https://forevergracestore.com)

- Built and deployed a store, showcasing products and online shopping experience. Utilized
- WordPress modern features for inventory management, order processing, and customer engagement.
- Customized store design and layout for enhanced user experience.
- Successfully launched and maintained a live e-commerce platform

## AI Forecasting

[strategy-ai.co.uk](https://strategy-ai.co.uk)

- Built an AI-based forecasting tool with predictive analytics.
- Implemented machine learning models to generate accurate sales and growth predictions, improving decision-making efficiency.
- Designed a responsive and user-friendly interface.

## SKILLS

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|                   |              |                                   |
|-------------------|--------------|-----------------------------------|
| React Js          | Tailwind CSS | Google Analytics & Search Console |
| Next Js           | Bootstrap    | Meta & TikTok Ads                 |
| WordPress         | HTML & CSS   | Social Media Marketing            |
| Shopify           | JavaScript   | Email Marketing                   |
| Digital Marketing | SEO          | What's App Marketing              |

## ADDITIONAL INFORMATION

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- **Additional Skills:** Canva, Sanity, Mockups, Websites Handling, Server Management, Digital Marketing, Problem-solving, Time management, Customer support.
- **Languages:** English, Urdu.
- **Awards/Activities:** Won the First Position and received a Gold Medal Certificate in the "Byte Battle" Web Development Competition organized by the University of the Punjab.