

Rehan Bin Zaheer

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Experience

ISP (Institute of Southern Punjab), Multan

February 2023 - September 2023

Photographer

- Highlighted experience as a dedicated photographer at ISP University.
- Emphasized the meticulous capture of impactful images reflecting progress and inclusivity.
- Mentioned photographing events, seminars, and workshops that showcased university's achievements and contributions within the university community.
- Led a team through each phase, from event planning to execution, showcasing leadership skills. Demonstrated the ability to seamlessly coordinate logistics, content creation, and attendee engagement by assigning roles based on team members' strengths.

James DotCo, Multan

May 2018 - September 2021

Content Writer

- Crafted compelling blog posts and articles that contributed to a 17% rise in organic search traffic, improving the company's SEO ranking.
- Developed and executed content marketing strategies that boosted lead generation by 8%, leading to increased conversion rates and revenue growth.
- Collaborated with the marketing team to create engaging email campaigns that achieved a 30% click-through rate, driving customer engagement and sales.
- Fostered stronger customer relationships through informative and valuable content, leading to a 23% increase in customer retention and loyalty.

ISP (Institute of Southern Punjab), Multan

August 2023 - September 2023

Digital Marketer

- Elevated reach on "Institute of Southern Punjab- Multan" Facebook page from 2.3 million to 4.5 million through strategic digital marketing efforts.
- Achieved a remarkable increase in 3-second views to 1.2 million, demonstrating content appeal with increased engagement with paid ad campaigns.
- Enhanced the "Daily Spokesman" Facebook page's reach from 10.1 thousand to 11.2 thousand, fostering growth.
- Boosted engagement on the "Daily Spokesman" page to 7.5 thousand, reflecting effective digital marketing strategies and audience interaction.

Skills

Languages: Python, JavaScript, HTML/CSS, SQL, Typescript, PHP

Databases: MySQL, PhpMyAdmin

Libraries: NumPy, Pandas, OpenCV

Frameworks: Node.js, Py Torch

Tools & Technologies: Git, Figma, Adobe Xd

Content Writing: Content Creation, SEO, Social Media Management

Education

Institute of Southern Punjab (ISP), Multan— ADP-Computer Science

SEPTEMBER 2021 - SEPTEMBER 2023

The ADPCS program offered a well-rounded education, covering crucial subjects such as Frontend and Backend Development, Database Management, Object-Oriented Programming, Algorithms, and Computer Networks. This robust foundation allowed me to develop expertise in HTML, HTML5, JavaScript, TypeScript, PHP, Python, CSS, and various other programming languages and tools.

Certifications

FreeCodeCamp Certification

November 21st, 2023

Responsive Web Design Certification

<https://www.freecodecamp.org/certification/fc934819-2fda-4b9e-93fb-825f6b73336b/responsive-web-design>

FreeCodeCamp Certification

January 10th, 2024

JavaScript Algorithms & Data Structures

<https://www.freecodecamp.org/certification/fc934819-2fda-4b9e-93fb-825f6b73336b/javascript-algorithms-and-data-structures-v8>