

Muhammad Yahya

Front End Developer — SEO Specialist — Content Creator — Video Automation — AI Content

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PROFESSIONAL SUMMARY

Front end developer, SEO specialist, and content creator with hands-on experience building responsive web interfaces using HTML, CSS, Bootstrap, and basic React. Skilled in on-page and off-page SEO, YouTube channel growth, video automation, and AI-assisted content creation. Currently building foundational knowledge in Linux and Bash scripting. Blends technical implementation with data-driven content strategies to increase views, watch time, and user engagement across web and social media platforms. Open to opportunities in front end development, SEO, digital content, and video automation.

TECHNICAL SKILLS

Front End: HTML5, CSS3, Bootstrap, basic React, responsive web design, cross-browser compatibility, mobile-first development

Web & SEO: On-page SEO, off-page SEO (basic link building, social signals, directory submissions), keyword research for videos and scripts, SEO-friendly front-end development, basic analytics interpretation

Content & Media: Video editing, video automation, YouTube channel management, script optimization, thumbnail and title experimentation, social media posting, AI-assisted content creation (ChatGPT, Claude)

Marketing: Social media marketing, LinkedIn profile optimization, Google Ads Manager (basic campaign setup and monitoring), brand consistency across platforms

Core: Problem solving, optimization mindset, collaboration, English (Professional Working), Urdu (Native)

EXPERIENCE

Content Creator

Oct 2025 – Present

YouTube Channel: Echoes of the Undefined (Remote)

- Launched and manage a YouTube channel focused on digital content, reaching approximately 35,000 total organic views within the first four months by applying SEO best practices to titles, descriptions, and tags.
- Write and optimize scripts using keyword research and audience retention insights to increase watch time and click-through rate for both short- and long-form videos.
- Edit videos end-to-end (cuts, pacing, basic effects, audio leveling) to deliver clear narratives and improve viewer engagement and completion rates.
- Experiment with thumbnails, publishing times, and content topics, review performance metrics, and iterate based on data to drive sustainable channel growth.

Intern — YouTube SEO & LinkedIn Optimization

Mar 2025 – Dec 2025

Creative Dots, Lahore, Pakistan

- Performed YouTube SEO optimization including keyword research, title and description optimization, tag strategy, and thumbnail improvements to increase channel visibility and organic reach.
- Managed and optimized LinkedIn profiles for clients, improving profile completeness, keyword placement, and overall professional branding to boost search appearance and engagement.
- Conducted competitor and audience research to develop content strategies aligned with platform algorithms and client goals.
- Collaborated with the team to deliver consistent, data-informed digital marketing support across YouTube and LinkedIn platforms.

SELECTED PROJECTS

LuxeShade Curtains & Upholstery | luxe-shade-curtains.vercel.app

- Designed and built a fully responsive business website for a curtains and upholstery brand using HTML5, CSS3, and Bootstrap, with a focus on elegant product presentation and brand identity.
- Implemented clean navigation, product showcase sections, and a contact layout optimized for mobile and desktop devices.

Nova Studio Portfolio | nova-studio-portfolio.vercel.app

- Built a modern creative agency portfolio website for Nova Studio, showcasing services, past work, and team information with a visually engaging layout.

- Focused on smooth user experience, responsive design, and clear call-to-action sections to support client conversion.

Apex Studio — Design & Advertising | apex-studio-six.vercel.app

- Developed a professional website for a design and advertising studio, presenting brand services and portfolio work with a bold, modern aesthetic.
- Ensured cross-browser compatibility and mobile-first layout to maximize reach across all devices.

Fatima Nadeem — Clinical Psychology Portfolio | pshycologist.vercel.app

- Created a personal portfolio website for a clinical psychologist and counselor, highlighting services, qualifications, and contact information in a calm, professional design.
- Designed with accessibility and trust in mind, using a clean layout and clear typography suited to a mental health professional audience.

EDUCATION

Govt Islamia Degree College Kasur
FSc (Pre-Medical) — Medicine

Jul 2022 – Sep 2024