

Muhammad Yahya

Front End Developer — HTML — CSS — React — Responsive Web Design

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Professional Summary

Front end developer and content creator with hands-on experience building responsive web interfaces using HTML, CSS, Bootstrap, and basic React, and growing YouTube presence through SEO and performance-focused video editing. Blend technical implementation with storytelling and data-driven optimization to increase views, watch time, and user engagement across web and social media. Open to opportunities where I can contribute to front end UI development, SEO-friendly experiences, and scalable digital content strategies.

Technical Skills

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

Web & SEO: On-page SEO, keyword research for videos and scripts, SEO-friendly front-end development, basic analytics interpretation.

Content & Media: Video editing, YouTube channel management, script optimization, thumbnail and title experimentation, social media posting.

Marketing: Social media marketing, 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 Mar 2025 – Present

Creative Dots, Lahore, Pakistan

- Contribute to front end tasks using HTML, CSS, and Bootstrap to build clean, responsive interfaces aligned with design specifications and brand guidelines.
- Support social media and digital campaigns by preparing visual assets, drafting copy, and ensuring consistent brand presence across multiple platforms.
- Assist with basic SEO and optimization tasks, including content updates, metadata improvements, and simple performance and UX enhancements.
- Collaborate with designers and marketers to combine technical implementation with creative ideas for campaigns and landing pages.

Selected Projects

Responsive Portfolio Website Personal

- Built a mobile-first personal portfolio using HTML5, CSS3, and Bootstrap to showcase projects, experience, and contact information.

- Implemented reusable components (navigation, project cards, contact form) and optimized layout for different screen sizes and devices.

YouTube SEO & Growth Experiments

Personal

- Designed simple A/B-style experiments on titles, descriptions, and thumbnails to measure impact on impressions, watch time, and subscriber growth.
- Documented learnings to create a repeatable process for planning topics, scripting, editing, and publishing content that aligns with channel analytics.

Education

Govt Islamia Degree College Kasur

Jul 2022 – Sep 2024

FSc (Pre-Medical) — Medicine