

Adnan Khan

Web Developer · Digital Marketer · Cybersecurity-Trained IT Graduate

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01 PROFILE

Final-year Information Technology student who builds, secures and markets business websites. I have worked with clients in Australia, the UAE, Saudi Arabia and Pakistan: rebuilding WordPress, WooCommerce, Shopify and Next.js sites, setting up Google Ads, GA4 and Tag Manager tracking, and recovering and hardening sites when things go wrong. Trained in cybersecurity (KPITB, Google) and experienced in AI-assisted development. I want a role where one person who understands development, marketing and security is useful.

02 EDUCATION

- Bachelor of Information Technology** · University of Swat 2023 - 2027 (final year)
- Diploma in Information Technology** · Nexus Institute of IT, Swat 2023 - 2024

03 EXPERIENCE

Co-founder, Design and Development Aug 2026 - Present
Digital Upscaling (marketing agency, Dubai)

- Designed and built the agency's Next.js website, from first commit to live in 4 days, with WhatsApp, call, email and form enquiries tracked in GA4.
- Submitted the sitemap to Google and confirmed the site is indexed.

Freelance Web Developer and Technical Partner Nov 2025 - Present
Prime Research (peptide supplier, Australia)

- Rebuilt the WooCommerce store, then kept it running on a monthly maintenance retainer with updates, monitoring and monthly reports.
- When the host suspended the account and refused to release a backup, pulled the full site and database over SSH, tested the restore locally, and redeployed it on new hosting with zero data lost.
- Migrated the domain with 45 minutes of downtime, then set up automated off-server backups.

Freelance Web Developer

2026 - Present

Blennex (design agency)

- Rebuilt the agency's website from React to Next.js, scoring 100 for Performance, SEO and Best Practices on mobile PageSpeed Insights (July 2026).
- Continue as their development partner on client projects.

Freelance Developer and Google Ads Specialist

Feb 2026 - Present

Naqal Afash (moving company, Jeddah)

- Took the business from no website to an Arabic-first WordPress site and a Google Ads campaign.
- Set up conversion tracking that recorded 286 tap-to-call leads.

Freelance Web Developer, SEO and Analytics

Oct 2025 - Present

Dream Night Hypermarket (Dubai)

- Built the store's first website in 2025, then rebuilt it in Next.js: mobile first, with a custom CMS for weekly offers and PDF flyers.
- Set up GTM and GA4 event tracking, on-page SEO, a local SEO page and local business schema.

Freelance Web Developer, Security

2025

Mobikingfzco (iPhone wholesale, UAE)

- Found a live security threat on the production WordPress site and closed it.
- Moved the site to hardened hosting.

Social Media Optimisation, Freelance

2023

Yakka Zaar (content creator), Waadi.pk (travel platform), a graphic designer

- Optimised a nature-content creator's Facebook page and content for reach.
- Supported paid social campaigns for a Pakistani travel platform.
- Restructured a designer's Instagram, Behance and LinkedIn profiles for client discovery.

04 SKILLS

DEVELOPMENT

- Next.js ■ React ■ TypeScript ■ Tailwind CSS ■ HTML
- CSS ■ JavaScript ■ WordPress ■ WooCommerce ■ Shopify
- Python (automation)

MARKETING

- Google Ads ■ GA4 ■ Google Tag Manager
- Conversion tracking ■ SEO (on-page, local, technical) ■ Meta ads
- Social media optimisation

SECURITY AND OPERATIONS

- Vulnerability remediation ■ WordPress hardening
- Disaster recovery ■ Backups ■ Hosting and domain migration
- DNS ■ Uptime monitoring

AI

- Claude Code and AI-assisted development, from planning to shipping

LANGUAGES

- English
- Urdu
- Pashto

05 CERTIFICATIONS

Cyber Security Training Program, 144 hours	· Khyber Pakhtunkhwa IT Board (KPITB)	Jun 2026
People and Soft Skills	· IBM	Nov 2025
Foundations of Cybersecurity	· Google (Coursera)	Oct 2025
IT Automation with Python	· Google (Coursera)	Oct 2025
HTML, CSS and JavaScript for Web Developers	· Johns Hopkins University	Jun 2025
WordPress	· DigiSkills	Oct 2023
Foundations of Digital Marketing	· United Latino Students Association	Oct 2023
Advanced SEO	· DigiSkills	Feb 2023
Digital Marketing	· DigiSkills	Oct 2022