# SAWAIRA NAWAZ

WordPress Web Designer | SEO Specialist

Phone: 03150529354
Email: chsavi55@gmail.com
Location: Rawalpindi, Pakistan
Portfolio: Available via personal website

## PROFESSIONAL SUMMARY

Motivated and detail-oriented WordPress Web Designer and SEO professional with practical training and hands-on project experience in WordPress, Elementor, website customization, template kits, keyword research and on-page SEO. Skilled in creating clean, user-friendly website layouts and applying essential SEO practices. Currently building a professional portfolio and seeking opportunities in web design, SEO and freelance digital projects.

## CORE COMPETENCIES

| | |
|---|---|
| WordPress | Website setup, pages, menus, themes, plugins, templates and basic troubleshooting |
| Elementor | Page design, sections, widgets, layouts, responsive editing and customization |
| SEO | On-page SEO, keyword research, search intent, meta titles, descriptions, alt text and permalinks |
| Keyword Research | Keyword Planner concepts, Semrush concepts, Keyword Surfer, MozBar and SEOquake |
| Rank Math | Basic setup, SEO settings, metadata and on-page optimization |
| Web Design | Portfolio, business and landing-page layouts with focus on clean visual presentation |
| Design Tools | Canva and basic Adobe Photoshop workflow |

## PRACTICAL PROJECTS

- Personal Portfolio Website — Developing a professional personal portfolio website in WordPress using Elementor, with structured Home, About, Services, Portfolio and Contact sections.
- Smart Tech Store — Created and customized a technology/laptop store practice website, working with WordPress layouts, navigation, headers, product presentation and template-based design.
- Digital Marketing Agency Concept — Developed a professional agency website and branding concept, including the NexGen Marketing Agency identity and digital-service presentation.
- SEO Keyword Research Project — Conducted keyword research for a skincare niche, comparing search volume, keyword difficulty and intent to select primary and secondary keywords.
- WordPress Template Kit Practice — Hands-on experience with Elementor template kits, required plugins, imports, media/assets, page templates and troubleshooting common WordPress setup issues.

## PROFESSIONAL TRAINING

- WordPress Web Design & SEO — 1 year of practical learning and project-based training.
- Focus areas: WordPress, Elementor, website design, keyword research and on-page SEO.

## TOOLS & PLATFORMS

WordPress • Elementor • Hostinger • Rank Math • Canva • Adobe Photoshop • Semrush • Google Keyword Planner • Keyword Surfer • MozBar • SEOquake

## EDUCATION

Bachelor's Degree

## PROFESSIONAL STRENGTHS

- Creative and detail-oriented approach to website design and presentation.
- Fast learner with strong interest in WordPress, SEO and digital marketing.
- Practical problem-solving skills for WordPress and Elementor workflows.
- Organized approach to keyword research and website content structure.
- Committed to continuous learning and building client-ready digital skills.

## LANGUAGES

Urdu • English (Good / Fluent)

## CAREER OBJECTIVE

To build a successful career as a WordPress Web Designer and SEO professional by working on real-world websites, delivering professional digital solutions and developing long-term freelance and client-based experience.

References available upon request.