



Muhammad Hanzla

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Date of birth: 05/02/2003 **Place of birth:** Sialkot, Pakistan **Gender:** Male

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ABOUT ME

Results-oriented WordPress developer and Google AdSense publisher with 3+ years of experience building, optimizing, and monetizing websites. Skilled in SEO, ad performance optimization, MCM partner onboarding, and content strategy to maximize revenue. Adept at working independently and as a publisher advisor for major ad networks.

WORK EXPERIENCE

Objective – Sao Paulo, Brazil

City: Sao Paulo | Country: Brazil

Publishing Partner – MCM Approved(Freelancing)

[01/12/2024 – 31/01/2025]

- Partnered with the company for Google Ad Manager operations under MCM (Multiple Customer Management) approval.
- MA approval granted and visible in Google Ad Manager's Companies section.
- Managed ad inventory and optimization for partner publishers.

Dochase Adx – Lagos, Nigeria

City: Lagos | Country: Nigeria

Publisher Partner Consultant(Freelancing)

[01/09/2024 – 31/10/2024]

- Onboarded 100+ publishers to Dochase AdX via tailored outreach
- Delivered support for real-time bidding (RTB) ad setup and analytics

152 Media – Birmingham, United States

City: Birmingham | Country: United States

Publishing Partner – MCM Approved(Freelancing)

[01/09/2024 – 31/10/2024]

Invamia – Warsaw, Poland

City: Warsaw | Country: Poland

Publishing Partner – MCM Approved(Freelancing)

[01/05/2024 – 30/09/2024]

Alright – Porto Alegre, Brazil

City: Porto Alegre | Country: Brazil

Publishing Partner – MCM Approved(Freelancing)

[01/02/2024 – 31/08/2024]

 **AWG** – Buenos Aires, Argentina

City: Buenos Aires | Country: Argentina

Publishing Partner – MCM Approved(Freelancing)

[01/04/2023 – 31/08/2023]

EDUCATION AND TRAINING

Bachelor of Science - BS

University of Narowal [05/09/2020 – 15/11/2024]

City: Narowal | Country: Pakistan | Website: <https://www.uon.edu.pk> | Field(s) of study: Computer Science |
Final grade: 2.66/4.00

Main subjects:

- Programming Fundamentals (C++)
- Object-Oriented Programming (OOP)
- Data Structures & Algorithms
- Database Management Systems (MySQL, SQL Server)
- Software Engineering
- Computer Networks & Cybersecurity Basics
- Operating Systems
- Artificial Intelligence & Machine Learning (Introductory)

Occupational skills covered:

- Web development (WordPress)
- Mobile app development (Flutter, Firebase)
- Database design, optimization, and management
- Problem-solving and algorithmic thinking
- Software requirement analysis & project management

HSSC

Al Farid Higher Secondary School Qila Kalar Wala [03/08/2018 – 15/08/2020]

City: Sialkot | Country: Pakistan | Field(s) of study: Pre-Engineering: • Mathematics • Physics • Chemistry |
Final grade: 922/1100

SSC

Al Farid Islamic Model School Qila Kalar Wala [01/05/2016 – 03/08/2018]

City: Sialkot | Country: Pakistan | Field(s) of study: Science: • Biology • Chemistry • Physics • Mathematics |
Final grade: 1010/1100

LANGUAGE SKILLS

Mother tongue(s): Urdu

Other language(s):

English

LISTENING C1 READING C1 WRITING C1

SPOKEN PRODUCTION C1 SPOKEN INTERACTION A2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

SKILLS

Skills

Microsoft Office / WordPress / Adobe Photoshop / digital marketing techniques / deep learning / search engine optimisation / database / Publishing and managing content on various digital platforms (blog, website, LinkedIn page) / think analytically / work as a team / use online communication tools

PROJECTS

[01/05/2024 – 15/09/2024]

Final Year Project: UniAlert - Campus Communication and Safety

A mobile app developed using Flutter and Firebase to enhance university safety and communication.

Key Features: -

- Real-time notifications for campus-wide announcements
- Emergency alerts with live location sharing
- Real-time map-based emergency tracking
- Incident video recording for security
- Secure direct messaging between officials and students

CERTIFICATES AND DIPLOMAS

[15/07/2025 – 03/08/2025]

Foundations of Digital Marketing and E-commerce

Gained foundational knowledge in digital marketing strategies and e-commerce fundamentals through **Coursera**. Covered topics such as customer engagement, content creation, search engine optimization (SEO), social media marketing, analytics, and online store management. Learned practical skills to plan, execute, and measure digital marketing campaigns effectively.

[17/04/2024 – 28/06/2024]

Mobile App Development

Successfully completed the **Mobile App Development** track under the **e-Rozgaar** Training Program, an initiative by the Punjab Information Technology Board (**PITB**) and the Government of Punjab, Pakistan. The training provided in-depth knowledge and practical skills in developing mobile applications for Android and iOS using industry-standard tools and frameworks. It also included guidance on freelancing and entrepreneurship to help participants monetize their skills in the global tech market.

AWS Blockchain Node Runners for BNB Chain

Completed a comprehensive **Blockchain Fundamentals course** from **Binance**, covering cryptocurrency concepts and Web3 technologies. Gained hands-on experience in running blockchain nodes for the BNB Chain using AWS infrastructure, including configuration, deployment, and monitoring for secure and efficient blockchain network participation.

[01/05/2023]

Data Science: Python for Data Analysis 2023 Full Bootcamp

The *Data Science: Python for Data Analysis 2023 Full Bootcamp* from **Udemy** provided practical training in Python with key libraries like Pandas, NumPy, and Matplotlib. I gained hands-on skills in data manipulation, visualization, and exploratory analysis, strengthening my foundation in data science and real-world problem-solving.

HOBBIES AND INTERESTS

Exploring New Technologies, Blogging about Tech, Problem Solving & Coding Challenges