

Tariq Mehmood

Full Stack MERN Developer | WordPress & Local SEO Specialist

AI Integration | DevOps | Lead Generation

+92 327 6952027 | tmtariq110@gmail.com | [LinkedIn](#) | [GitHub](#) | [Portfolio](#)

PROFESSIONAL SUMMARY

Results-driven Full Stack Developer and SEO practitioner with 2+ years of experience building, deploying and maintaining modern web applications and production systems. Specialized in the MERN stack with expertise in RESTful APIs, authentication, database architecture and responsive frontend development. Experience across SaaS, healthcare workforce management, e-commerce, logistics and freight platforms, and AI-powered chatbots and automation.

Also delivers WordPress development, on-page, technical and local SEO, and lead generation for local service businesses, with live lead-generating websites in the solar installation niche (Cape Town and Pretoria, South Africa). Integrates **OpenAI**, **Anthropic Claude** and **Google Gemini** to build AI assistants, agents, document verification, semantic search and RAG solutions.

PROFESSIONAL EXPERIENCE

MERN Stack / Full Stack Developer

30 Jun 2025 – Present

RatedSol Tech — Dera Ghazi Khan, Punjab, Pakistan

- Develop MERN applications, REST APIs, authentication and responsive UIs.
- Manage Linux servers, Nginx, PM2, DigitalOcean, Git, CI/CD and deployments.
- Integrate AI chatbots (OpenAI, Claude, Gemini), DocuSign and third-party services for business solutions.

Full Stack Developer & SEO Specialist

Jul 2024 – Present

Freelance & Direct Clients — Remote

- Developed full-stack applications for international clients using React.js, Node.js, Express.js and MongoDB.
- Built solutions across e-commerce, healthcare, business management, industrial and content-driven platforms.
- Managed deployments, servers, APIs, debugging, maintenance and Git/GitHub workflows.
- Build and optimize WordPress sites for local service businesses: on-page, technical and local SEO, plus conversion-focused landing pages.
- Run lead generation through organic search and Google Business Profile, currently generating leads for two live solar installer websites.
- Track rankings, traffic and lead conversions with Search Console, GA4 and SEO tools, and refine pages based on the data.

KEY PROJECTS

Solar Installer Cape Town

solarinstallercapetown.co.za

Local SEO & lead-generation WordPress site built to rank locally and convert search traffic into quote requests.

- Built and optimized the site with service pages, area pages and quote-request forms targeting local solar keywords.
- Implemented on-page SEO, schema markup, internal linking, speed optimization and mobile-first design.
- Set up Google Business Profile, citations and NAP consistency; the website is generating leads.

Tech: WordPress, Elementor, Yoast / Rank Math, Search Console, GA4, GTM, Google Business Profile, Ahrefs / SEMrush

CONTACT

Phone

+92 327 6952027

Email

tmtariq110@gmail.com

Location

Pakistan

Availability

Remote, hybrid and on-site

CORE STRENGTHS

- MERN stack development
- REST APIs & authentication
- WordPress & technical SEO
- Local SEO & lead generation
- AI chatbots, agents & RAG
- Linux, Nginx & CI/CD deployments

EDUCATION

BS Information Technology

Ghazi University, Dera Ghazi Khan

Oct 2023 – Oct 2027

Coursework: Data Structures & Algorithms, OOP, Database Systems, Software Engineering, Web Development, Information Security, Computer Networks, Cloud Computing

CERTIFICATIONS

- Full Stack Web Development with React – Coursera
- Full Stack Web Development – DigiSkills.pk
- Full Stack Web Development – Udemy

LANGUAGES

English

Urdu

LIVE PROJECTS

- [Solar Installer Cape Town](#)
- [Solar Installer Pretoria](#)
- [The Palm](#)
- [Campus Shoes](#)

Solar Installer Pretoria

[solarinstallerpretoria.com](#)

Local SEO & lead-generation WordPress site focused on local search visibility and inbound enquiries.

- Developed location-targeted service pages, FAQs and clear call-to-action and lead capture flows.
- Applied keyword research, technical SEO fixes, schema markup and Core Web Vitals improvements.
- Track enquiries and performance through Search Console and Analytics; the website is generating leads.

Tech: WordPress, Elementor, Yoast / Rank Math, Search Console, GA4, GTM, Google Business Profile, Screaming Frog

RatedCare Connect (RCC)

Healthcare workforce management and nurse rostering SaaS platform covering scheduling, attendance, payroll and analytics.

- Developed and maintained the platform using the MERN stack.
- Built admin features for businesses, practitioners, nurses, scheduling, attendance, payroll, FTE and revenue.
- Implemented role-based access, GPS check-in/out, AI document verification with Anthropic Claude, and production deployment.

Tech: React.js, Node.js, Express.js, MongoDB, Mongoose, JWT, Anthropic Claude, REST APIs, DigitalOcean, Nginx, PM2, GitHub Actions

SYM Forklifts

Production website and digital platform for an Australian forklift and industrial machinery business, with the freight and AI modules below.

- Built product listings, finance, blogs, lead capture, MongoDB-based lead management, Meta Pixel and third-party integrations (Google Maps API, ClickSend SMS, Nodemailer).

Tech: React.js, Node.js, Express.js, MongoDB, OpenAI, OpenClaw, AI Agents, Google Maps API, Meta Pixel, ClickSend, Nodemailer, DigitalOcean, Nginx, PM2, GitHub Actions

SYM Forklifts — Freight Management System

Logistics and machinery transportation solution built as part of the SYM Forklifts platform.

- Developed freight jobs with pickup/delivery locations, machine specifications, delivery notes and required dates.
- Built freight company registration, approval, job browsing, quote submission and quote management workflows.
- Implemented quote acceptance, automatic rejection of unsuccessful quotes, and email notifications and reminders.

Tech: React.js, Node.js, Express.js, MongoDB, Mongoose, REST APIs, Nodemailer

SYM Forklifts — AI Chatbot & AI Agent

AI customer assistance solution for an industrial machinery business.

- Built conversational AI for customer support, product discovery, recommendations and lead qualification.
- Integrated AI models and knowledge bases for product information, FAQs and personalized responses.
- Built workflows for sharing machine walk-around videos and guiding customers through the purchase journey.

Tech: OpenAI, OpenClaw, AI Agents, Knowledge Base, RAG, Vector Embeddings, Node.js, REST APIs

Additional Production Websites

[thepalm.com](#) | [campusshoes.com](#) | [grilli demo](#)

The Palm and Campus Shoes (business site and e-commerce) for international clients, with frontend/backend features, deployment and maintenance. Plus Grilli, a responsive restaurant website.

Tech: React.js, Node.js, JavaScript, REST APIs, MongoDB; HTML5, CSS3 (Grilli)

TECHNICAL SKILLS

Languages	JavaScript, TypeScript, SQL, PHP
Frontend	React.js, Next.js, Tailwind CSS, Bootstrap, Responsive Web Design
Backend	Node.js, Express.js, Laravel, RESTful APIs, JWT Authentication, Bcrypt, API Integration
Databases	MongoDB Atlas, MongoDB Compass, MySQL, Database Design, Data Modeling
Architecture	React Router, Context API, Redux, MVC Architecture, Role-Based Access Control
WordPress	Custom Theme & Site Setup, Elementor, Gutenberg, WooCommerce, Contact Form 7 / WPForms, WP Rocket & caching, Security Hardening, cPanel / DNS, Backups
On-Page & Technical SEO	Keyword Research, Meta Titles/Descriptions, Header Structure, Internal Linking, Schema (LocalBusiness, Service, FAQ), XML Sitemaps, robots.txt, Canonical Tags, Core Web Vitals, Site Audits, Yoast / Rank Math
Local SEO	Google Business Profile, NAP Consistency, Citations & Directories, Service-Area & City Pages, Review Generation, Map Pack Ranking
Lead Gen & Analytics	Landing Page Optimization, Lead Capture Forms, Click-to-Call / WhatsApp CTAs, Conversion Tracking, GA4, GTM, Search Console, Meta Pixel
SEO Tools	Ahrefs, SEMrush, Moz, Screaming Frog, Ubersuggest, Keyword Planner, Looker Studio, PageSpeed Insights, GTmetrix, BrightLocal, Whitespark
AI & Automation	OpenAI APIs, Anthropic Claude, Google Gemini, AI Chatbots & Agents, OpenClaw, RAG, Semantic Search, Vector Embeddings, Document Verification, Sentence Transformers, Hugging Face
DevOps & Cloud	DigitalOcean / Ubuntu servers, Nginx, Linux, PM2, MongoDB Atlas, GitHub Actions CI/CD, automated deployments, production troubleshooting (server, database, deployment, permissions)
Tools & Other	Git, GitHub, npm, Postman, Web Scraping, Payment, Email & SMS Integrations, Google Maps API