

MUDASSIR ASGHAR

Co-Founder and Web Developer — RankIF Agency

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SUMMARY

Results-driven Web Developer and SEO Specialist with 3+ years of experience delivering fast, scalable, SEO-optimized websites for clients across the UK, USA, and Middle East. Co-Founder of RankIF Agency, a full-service web development and SEO agency. A proper MERN stack developer, building production-grade tools spanning WordPress, React/Next.js, and client-side widget architectures — including a suite of embeddable social media downloader tools live across 30+ public repositories and multiple production domains. Comfortable across the full stack, from DNS/server configuration to frontend design and API integration.

TECHNICAL SKILLS

- **Languages:** HTML5, CSS3, JavaScript, TypeScript, Python, Java
- **Frameworks & Libraries:** MERN Stack (MongoDB, Express.js, React, Node.js), Next.js, WordPress, Elementor, Kadence, Vite, Tailwind CSS
- **Backend & Infrastructure:** Supabase, Node.js, Vercel, Cloudflare (DNS/WARP), cPanel hosting, Django, REST/RapidAPI integrations
- **Tools:** Git, GitHub, VS Code, Figma, Docker, Windsurf/Cursor (AI-assisted development)
- **Specializations:** Technical & On-Page SEO, Speed Optimization, Responsive Design, Embeddable Widget Architecture

PROFESSIONAL EXPERIENCE

Co-Founder & Lead Developer — RankIF Agency (rankif.agency)

Jan 2025 – Present

- Co-founded and lead a digital marketing agency delivering end-to-end web development and SEO services to clients in the UK, USA, and Middle East
- Built the agency's Next.js marketing site and a client-facing project dashboard (clients.mudassirasghar.com) for tracking deliverables and billing
- Manage client project lifecycles including WordPress/SEO integrations layered onto existing Next.js + headless CMS (Sanity) stacks

Freelance Web Developer & SEO Specialist — Self-Employed

2023 – Present

- Designed and developed 30+ responsive WordPress websites with custom themes, achieving 40%+ improvements in page load speed
- Built and shipped a suite of embeddable social media tools (TikTok, Instagram, Facebook, YouTube downloaders and story viewers) using client-side architectures and public API integrations, deployed as standalone widgets and subdomains
- Implemented technical and on-page SEO strategies, consistently achieving 90+ Google PageSpeed Insights scores and measurable organic ranking improvements
- Delivered a full PRD and technical build plan for a UK healthcare compliance SaaS platform (CQC-focused, multi-tenant React/TypeScript + Supabase), including phased milestone and pricing structure
- Produced professional website audits and technical documentation used directly to win new client engagements

FEATURED PROJECTS

Social Media Downloader Suite — *JavaScript, React, TypeScript, Public APIs*

- Family of client-side downloader/viewer tools for TikTok, Instagram, Facebook, and YouTube, built on public endpoints (e.g. tikwm.com, RapidAPI) with fallback/cascade logic for reliability
- tk-downloader.mudassirasghar.com · insta.mudassirasghar.com

Client Ledger Dashboard — *React 19, Vite, Tailwind CSS v4, Supabase*

- Production dashboard for managing client billing and project ledgers, deployed at clients.mudassirasghar.com

RankIF Agency Website — *Next.js, Framer Motion*

- Agency marketing site with a responsive preview gallery component and cinematic hero interactions

Mudassir Asghar Portfolio 2.0 — *Next.js, Framer Motion, TypeScript*

- Personal portfolio and brand site with a cinematic hero section and animated project showcase — mudassirasghar.dev

Serpr.io — *Next.js, WordPress, SEO*

- Digital marketing agency website built and optimized for search performance — serpr.io

EDUCATION

Bachelor of Science in Computer Science — The Islamia University of Bahawalpur (IUB) *Expected 2027*

CGPA: 3.4/4.0 | 6th Semester | Coursework: Data Structures, Algorithms, Database Systems, Software Engineering, Cyber Security, Compiler Design

FSc Pre-Medical — Asif Saleem Higher Secondary School *Completed*

Marks: 990/1100 (90%)