

Zia Abdullah

SaaS Builder | Full-Stack Developer | Technical SEO & AI Search Specialist

Lahore, Pakistan | seoexpert7878@gmail.com | linkedin.com/in/zia-abdullah-dev | github.com/ziaabdullah00

Product-minded full-stack developer and search specialist with 6+ years of experience helping digital products become faster, clearer, more discoverable, and easier to trust. Works across SaaS development, high-performance websites, technical SEO, AEO/GEO, AI-search visibility, content architecture, and digital authority.

Selected Product Work

Podzay - AI podcast matching and booking platform

Product and technical contribution across SaaS architecture, website infrastructure, technical implementation, SEO, AEO/GEO, and product growth.

TripUnio - independent homepage design concept

Self-initiated homepage design and front-end exploration for a collaborative trip-planning product; presented as design work, not a client engagement.

Tabbio - AI career platform for the Gulf

Landing-page experience and product storytelling for a verified, shareable CV and AI career agent, with a focus on hierarchy, motion, clarity, and trust.

Experience

Product & Technical Contributor | Podzay

Jun 2024 - Present | Lahore, Pakistan

Contribute across product development, website infrastructure, organic visibility, and growth.

- Support SaaS architecture and technical implementation across the product experience.
- Shape website strategy, technical SEO, AEO/GEO, and AI-search visibility.

Full-Stack Developer & SEO Specialist | Digi Network

Aug 2023 - Present | Lahore, Pakistan

Build and optimize client websites and web applications with strong technical and search foundations.

- Ship responsive experiences designed around speed, clarity, and conversion.
- Implement technical and on-page SEO priorities instead of stopping at the audit.

Search Engine Optimization Executive | RankViz Pvt Limited

Mar 2022 - Aug 2023 | Lahore, Pakistan

Managed technical audits, on-page optimization, content planning, and link acquisition for multiple client websites.

- Turned findings into prioritized implementation plans tied to organic growth.

Search Engine Optimization Executive | SK Stones

Jan 2020 - Feb 2022 | Lahore, Pakistan

Built hands-on experience in keyword research, content optimization, WordPress, and search strategy using real business data.

Capabilities

Development: TypeScript, JavaScript, React, Next.js, Node.js, Supabase, Mapbox

Platforms: WordPress, Webflow, Shopify, Cloudflare

Search: Technical SEO, on-page SEO, content architecture, AEO/GEO, AI visibility

Authority: Digital PR, publisher outreach, contextual links, guest posting

Product: SaaS strategy, landing pages, conversion UX, OpenAI integrations