

MUHAMMAD ASHIQ S

AI DIGITAL MARKETING SPECIALIST | SEO, AEO & GEO | AI-POWERED CONTENT & WEB DEVELOPMENT

+91 9037317540 | muhammadashiqsa@gmail.com | Kollam, Kerala, India

LinkedIn: linkedin.com/in/muhammadashiqsashiq | GitHub: github.com/muhammadashiqsa

PROFESSIONAL SUMMARY

Computer Science and Engineering graduate with practical project experience in AI-assisted digital marketing, SEO-focused website development, AI-powered content creation, and full-stack development. Familiar with keyword research, search intent analysis, On-Page SEO, Off-Page SEO, Technical SEO, content strategy, metadata, headings, internal linking, and responsive website structure. Understands AEO and GEO principles for clear, answer-focused content for search engines and AI-powered search experiences. Uses AI tools for content planning, prompt engineering, code generation, debugging, website prototyping, and development workflows.

CORE SKILLS

Digital Marketing: Content marketing, social media marketing, brand visibility, online promotional content

SEO / AEO / GEO: Keyword research, search intent analysis, On-Page SEO, Off-Page SEO, Technical SEO, metadata optimization, content structure, internal linking, answer-focused content

Frontend: Next.js, React, React Native, Tailwind CSS, HTML5, CSS3, JavaScript

Backend & Databases: Python, Node.js, Express.js, FastAPI, MySQL, Supabase, Firebase, MongoDB, SQLite, REST APIs

AI & Development Tools: ChatGPT, Google Gemini, Claude, Lovable, prompt engineering, AI-assisted coding, code generation, debugging, website prototyping

Creative Tools: Canva, Runway, Kling AI, Pika, Luma Dream Machine, HeyGen, DALL·E, CapCut, Adobe Premiere Pro

SEO Tools: Google Search Console, Google Analytics 4, Google Keyword Planner, Ahrefs, Semrush, Screaming Frog, PageSpeed Insights

Professional Skills: Analytical thinking, problem-solving, creativity, communication, teamwork, adaptability, time management

Languages: English, Malayalam, Tamil

SELECTED PROJECTS

Green Arch Builders — Business Website

Technologies: Next.js, Tailwind CSS, JavaScript, Supabase

- Developed a responsive website for a construction and architecture business, organizing services and project information for visitors.
- Used AI tools for website planning, code generation, debugging, and content creation.
- Applied SEO fundamentals including keyword-focused service content, metadata, headings, internal linking, and mobile-friendly structure.

Invendo AI Academy — Corporate AI Training Website

Technologies: Next.js, Tailwind CSS, JavaScript

- Planned website structure and content for corporate AI training services using keyword research and search intent.
- Applied On-Page SEO practices and considered technical SEO, mobile usability, crawlability, and URL structure.
- Organized clear, FAQ-style and answer-focused content supporting AEO and GEO principles.

Personal Portfolio Website

Technologies: React, HTML5, CSS3, JavaScript, Supabase

- Created a portfolio to present technical skills, projects, and professional profile with responsive layouts and clear navigation.
- Used AI-assisted development for code generation, debugging, content preparation, and website refinement.

SELECTED PROJECTS — CONTINUED

Highway FR Detection Web Application

Technologies: Python, FastAPI, React, YOLO, OpenCV, SQLite, REST API

- Built a web application concept for video upload and automated video analysis using computer vision.
- Used YOLO for vehicle/person detection and OpenCV for frame processing and annotated video output.
- Implemented face detection and snapshot extraction, with FastAPI endpoints for uploads, processing jobs, and results.
- Stored metadata, timestamps, and file paths with SQLite and local storage; displayed processed videos and snapshots in the web interface.

RationKart — Public Distribution System Application

Technologies: React Native, JavaScript, Firebase

- Worked on a mobile application concept covering ration booking, stock management, and doorstep delivery workflows.
- Explored Firebase authentication and application workflows for customer and delivery-related operations.

AI-Based Question Paper Generation Web Application

Technologies: React, Node.js, Express.js, MongoDB, OpenAI / AI-NLP

- Designed an AI-assisted workflow to generate questions from study materials and customize output by subject, topic, marks, difficulty, and question type.
- Organized a reusable question bank and paper assembly flow, with backend processing and a user-friendly interface.

Salon Form Web Application

Technologies: Next.js, Tailwind CSS, Backend Integration

- Developed a responsive salon form for collecting and submitting salon-related information.
- Designed a clean interface and focused on form usability and consistent experience across devices.

EDUCATION

Bachelor of Technology (B.Tech), Computer Science and Engineering — Younus College of Engineering and Technology, Kollam, Kerala | 2022–2026

Higher Secondary Education (12th Grade)

Government Model H.S.S., Vettikavala P.O., Kottarakkara, Kerala | 2020–2022

SSLC (10th Grade)

St. Mary's HSS, Kizhakkemkara, Kottarakkara, Kerala | 2019–2020

INTERNSHIPS & WORKSHOPS

Android Application Design and UI/UX Design — Kochi | May 2025–June 2025 Learned Android design principles and UI/UX concepts.

ICT Academy of Kerala — Machine Learning Workshop — Trivandrum | July 2024 Gained practical exposure to machine learning, data analysis, and model optimization.

Embedded Systems and Robotics Intern — Kochi | May 2023 Gained foundational exposure to embedded systems and robotics concepts.

CAREER OBJECTIVE

To contribute to an AI digital marketing, SEO, or AI-powered content role by combining SEO/AEO/GEO knowledge, keyword research, AI-assisted content creation, and website development skills to improve online visibility, create useful digital content, and support business growth.