

PROFESSIONAL SUMMARY

Versatile Web Developer & Digital Marketing Specialist with over 7 years of experience building fast, responsive websites and executing data-driven campaigns. Expert in WordPress, SEO, and paid social advertising. Proven track record in boosting organic traffic, enhancing UX, and launching successful digital products for brands across various industries.

EDUCATIONAL QUALIFICATIONS

Bachelors of Science in Information Technology
2016-2020
Lahore Leads University, Pakistan

Fsc (Pre Engineering)
2014-2016
Government College, Pakistan

PROFESSIONAL CERTIFICATIONS

Front-End Web Developer (4 Months)
2020
British Education and Training System

PROFESSIONAL SKILLS

Teamwork, Time Management, Communication Skills, Problem Solving, Client Handling, Task Prioritization, Attention to Detail, Creativity, Project Coordination, A/B Testing, Content Planning, Basic Copywriting, Branding Support, Campaign Tracking, CRM Usage, Google Workspace, Microsoft Office (Word, Excel, PowerPoint), and Ability to Work Independently or with a Team.

WEB DEVELOPMENT SKILLS

Front-End Development (WordPress and Shopify), Responsive Design, WordPress Multisite, WooCommerce, HTML5, CSS3, JavaScript, PHP (Basic), MySQL, Elementor Pro, Divi, WPBakery, Shopify Customisation, Website Speed Optimisation, SEO Integration, Domain & Hosting Management, Website Migration, cPanel, DNS Management, Website Security Best Practices, and Adherence to WordPress Coding Standards.

DIGITAL MARKETING SKILLS

SEO (On-page, Off-page, Technical), Do-Follow Backlinking, Social Media Marketing, Email Marketing, Podcast Management, Google Adwords, PPC, Google Analytics, Digital Ads, E-commerce Marketing, Lead Generation, Google Merchant Center, Google Trends, Website Speed Optimization, Hootsuite, RSS.com Distribution (Spotify, Apple Podcasts, YouTube, Amazon Music), Mailchimp.

PERSONAL DETAILS

Date of Birth : 24 September, 1998
Marital Status: Single
Languages : English, Urdu, Hindi, Punjabi
Visa : Own Visa

WORK EXPERIENCE

WEB & MARKETING SPECIALIST (SEPTEMBER 2024) - REMOTE
The Nacre, Dubai

- Built and maintained the brand's official website, improving speed, UX, and SEO performance.
- Managed social media ads (Meta, Amazon, TikTok), ensuring brand consistency and campaign success.
- Handled eCommerce listings on Amazon UAE/UK, including optimizing titles and descriptions.
- Supported A/B testing, landing pages, and digital campaigns in collaboration with the marketing team.

WEB & SEO SPECIALIST (JAN 2024 - AUGUST 2024)
Al Khaja Holdings, Dubai

- Developed and maintained WordPress websites for various group companies.
- Implemented SEO strategies to boost ranking and improve site speed.
- Used tools like Google Analytics, Search Console, and SEMrush for audits and reports.
- Collaborated with marketing for content planning and campaign landing pages.

WEB DEVELOPER (MAY 2022 - JULY 2023)
Scientific Analytical Tools (S.A.T) Trading L.L.C, Dubai

- Developed and managed 15+ WordPress websites, including secure login and quotation systems.
- Led on-page/off-page SEO and technical audits using RankMath and Search Console.
- Created and maintained Google Merchant and product feeds.
- Provided website support, updates, and performance optimization.

WORDPRESS & GRAPHIC DESIGNER
Freelancer

- Built and delivered 50+ WordPress websites using HTML, CSS, and responsive design principles.
- Handled on-page SEO, site optimization, and performance improvements.
- Designed visuals, banners, and social media content using Canva, Figma, Illustrator, and Adobe XD.
- Managed full website lifecycle—from design and development to deployment and maintenance.

WORDPRESS DEVELOPER (2019 - 2021)
WebBugs, Lahore

- Built over 20+ websites using WordPress.
- Customized themes to meet clients requirement.
- Used HTML5, CSS3, Bootstrap to develop complex responsive WordPress themes.
- Optimized WordPress sites for performance, reducing page load times.

FRONT-END WEB AND WORDPRESS DEVELOPER (2018 - 2019)
Studio99, Lahore

- Developed Websites using HTML, CSS, Bootstrap, WordPress.
- Created different templates using Kajabi, Hubspot, Shopify.
- Used (basics of) Photoshop and Illustrator to create artworks for 15+ clients.
- Converted various Figma, Adobe XD, PSD, PDF files to WordPress.
- Experience in: Themes and Plugins Customization, Custom Headers and Footer Creation, Works on builders e.g. DIVI, Avada, WP-Bakery, Elementor, and templates in DIVI.
- Implemented SEO best practices for improved website visibility and performance.