

Muhammad Umar

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Visa Status: Visit Visa

Stay in Dubai: 5 April to 30 May, 2024



Profile

Innovative and task-driven web designer skilled in WordPress, SEO and content creation. Creates seamless UX and UI with creative but functional designs. Worked through 1000+ hours of web designing and digital marketing. Eager to tackle web design challenges to achieve lasting impacts on user experience. Proven SEO consultant with a track record of optimizing websites for improved ranking.

Professional Experience

Feb 2024 to Present **Mikat Soft International Inc** Ontario, Canada

Web Designer - Remote

- Develop creative concepts, layouts, and designs that align with brand guidelines and effectively communicate key messages to target audiences
- Created wireframes and prototypes, improving the user experience and increasing user engagement by 30%
- Actively engage in web creative design and development
- Identify and fix functionality issues and making backup files of the website

July 2023 to Present **SK Financial Services** Dubai, UAE

Web Designer and SEO Expert - Remote

- Designed and developed a responsive website, resulting in a 30% increase in website traffic and a 20% increase in conversion rates
- Designed and developed over 50 web pages, increasing user engagement
- Manage SEO friendly content, proofreading, editing blog and publishing
- Implemented SEO best practices and optimized website content, resulting in a 50% increase in organic search traffic
- Perform ongoing keyword research, discovery, and optimization for new SEO keywords to use throughout the company website and marketing materials
- Utilized web analytics tools to monitor website performance and identify areas for improvement, resulting in a 30% decrease in page load time and a 20% increase in overall website speed
- Checking for error and debugging and backups

Aug 2021 to Jun 2023 **Digital Brightness** Lahore, Pakistan

Web Designer – Part time

- Designed and developed a responsive website, resulting in a 20% increase in website traffic and a 30% increase in conversion rates
- Collaborated with a team of developers and graphic designers to create a visually appealing and user-friendly website, leading to a 25% decrease in bounce rate and a 20% increase in average session duration
- Developed and maintained a website security protocol

May 2007 – Jul 2020 **Pure Salt Company** Lahore, Pakistan

General Manager

- Lead, mentor, and managed a high-performing marketing team, negotiate contracts, oversee company accounts, hiring staff and managed import/export operations

Projects

- <https://myadventuretraveldeals.com>
- <https://siratalmustaqim.com>
- <https://faengco.com>
- <https://thepuresaltcompany.com>
- <https://carbonblack.thepuresaltcompany.com>

Certificates

- Structure Data, SEO (2023) - Yoast SEO Academy
- Increase SEO Traffic with WordPress Dec (2022) – Coursera (Online Course)
- Affiliate Marketing, E-Commerce Management (2022) - DigiSkills.pk - Virtual University (*Online Course*)
- WordPress, SEO, Creative Writing, Graphic Design (2020) - DigiSkills.pk - Virtual University (*Online Course*)
- Digital Marketing, Freelancing (2019) - DigiSkills.pk - Virtual University, Pakistan (*Online Course*)

Education

2016-2018 **M.A. (Masters in Political Science)**
University of the Punjab Lahore, Pakistan

2009-2011 **MBA (Insurance & Risk Management)**

University of the Punjab (Hailey College of Banking & Finance) Lahore, Pakistan

2006-2008 **B.A (Bachelors of Arts)**

University of the Punjab

Lahore, Pakistan

Languages

- Urdu Native
- English Fluent
- Punjabi Fluent
- Hindi Basic (Speaking)

Skills

- WordPress
- Shopify
- Google Analytics
- Yoast SEO
- Ahrefs
- SEMrush
- Canva

Personal Information

Father's Name	Muhammad Ishaq
Nationality	Pakistani
Marital Status	Married
Driving License	Lahore, Pakistan
Hometown	Lahore, Pakistan
Hometown contact Number:	+92 303 4008100

References

Can be provided on demand