Muhammad Umar

Mobile: <u>+92 303 400 8100</u> WhatsApp: <u>+92 303 400 8100</u>

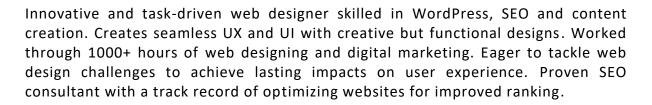
Email: immuhammadumar@gmail.com

LinkedIn: immuhammadumar

Visa Status: Visit Visa

Stay in Dubai: 5 April to 30 May, 2024

Profile



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://siratalmustagim.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 +92 303 4008100

References

Can be provided on demand