

ASEELA ALI

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WEB DEVELOPER & DESIGNER

As an experienced Web Developer and Designer, I specialise in WordPress and WooCommerce, creating bespoke website solutions. My skillset includes PHP, CSS, HTML, and the Adobe Creative Suite. Proficient in SEO and media management, I excel in leadership roles. My track record in steering web development projects, particularly within WordPress and WooCommerce frameworks, demonstrates my exceptional leadership abilities. I have consistently enhanced website performance, increased user engagement, and fostered collaborative relationships with team members and clients. My focus is on delivering high-quality web solutions that align with strategic business goals.

STRENGTHS AND EXPERTISE

Expert in WordPress, WooCommerce, PHP, CSS, HTML, and web development.

Skilled in creative web design, Adobe Suite, enhancing user experience.

Proficient in digital marketing, SEO, and media management for businesses.

PROFESSIONAL EXPERIENCE

Hardedge Limited.
Web Developer (Full Stack)

November 2021 - Present

Transitioned to a full-stack web development role, leveraging my background in IT support, digital marketing, and design to deliver comprehensive web solutions. Currently, I manage a broad range of responsibilities from development to deployment, maintaining a strong focus on design and digital marketing strategies.

Key Responsibilities and Achievements:

- Developed and maintained client websites, ensuring optimal performance, responsive design, and user-friendly navigation.
- Collaborated closely with the marketing team to implement SEO tactics that bolster web presence and drive traffic.
- Continued to provide IT support and digital marketing insights, contributing to a cohesive technology strategy across departments.

IT Design.

Wolverhampton, UK – April 2019 - November 2021

Progressed into IT design, applying my technical knowledge to improve system interfaces and user experience. Played a key role in the visual aspects of our digital presence, aligning design initiatives with user needs and business goals.

Key Responsibilities and Achievements:

- Led the redesign of internal software systems to enhance functionality and aesthetics, resulting in improved user engagement.
- Worked on multimedia content creation for marketing campaigns, significantly increasing audience interaction.

Began my journey at Hardedge Limited in IT support and digital marketing, providing solid technical assistance and contributing to our online marketing efforts.

Key Responsibilities and Achievements:

- Delivered timely and efficient technical support, reducing system downtime and improving overall staff productivity.
- Assisted in executing digital marketing campaigns, which led to an increased online visibility and customer acquisition.

EDUCATION

University of Technology, Sudan

MSc in Computer Science

Sudan University of Science and Technology

Bachelor of Information Systems (Honours)

Google, Inc.

Graduate Certificate in Digital Marketing

Netcom Training course

Level 3 Social Media and Web Development

References are available on request.