

# Safwan Usaid Lubdhak

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## WORK EXPERIENCE

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### Pinnacle Driving School

Oct. 2021 – Present

*Wordpress Developer & SEO Consultant*

*Dublin, IRELAND*

- Executed effective SEO strategies, driving a 30% surge in organic traffic within 3 months. Conducted keyword research, on-page optimization, and technical SEO enhancements to boost search engine rankings and visibility.
- Oversaw the redesign and development of Pinnacle Driving School's WordPress site, prioritizing user experience and conversion optimization. Implemented responsive design, intuitive navigation, and integrated SEO best practices for improved site performance and usability.

### Various Clients

Jun. 2018 – Present

*Freelanced as a Web Developer and maintainer*

*N/A*

- Managed the migration of websites to e-commerce platforms like WooCommerce and Shopify, facilitating client expansion and broader audience reach. Oversaw seamless transitions with minimal disruption to website functionality.
- Transformed HTML websites into editable platforms with modern design, responsive layouts, and user-friendly interfaces. Implemented strategies to boost website engagement, drive conversions, and enhance overall user experience.

### Računalništvo Mesec

Apr. 2022 – Present

*Freelanced as a Content & Social Media Marketing Specialist*

*Slovenia*

- Developed and executed a comprehensive content marketing strategy to establish Računalništvo Mesec as a leading authority in the technology sector. Crafted informative blog posts, engaging social media content, and educational video guides targeting tech enthusiasts of all levels.
- Increased brand awareness and community engagement through strategic social media management. Managed platforms like Facebook and Instagram, creating interactive challenges and contests to boost user participation and brand loyalty.

## SKILLS

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**Web Development:** Front-End (HTML, CSS, JavaScript), Back-End (Python, Node.js, Laravel), Responsive Design, UI/UX Design, CMS & E-commerce Development

**Digital Marketing:** SEO (On-Page, Off-Page, Keyword Research, Link Building), Social Media Marketing, Email Marketing, PPC Advertising, Conversion Rate Optimization, Marketing Automation, Lead Generation, Online Reputation Management

**Mobile App Development:** Flutter Expertise (Dart Programming), Cross-Platform Development, API Integration

**Project Management & Communication:** Project Management Methodologies, Client Communication, A/B Testing, Continuous Learning.

## EDUCATION

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### Brac University

Sep. 2022 – Present

*BSc. in Computer Science and Engineering*

*Dhaka, Bangladesh*

- Completed core courses including Programming Language I and II, Data Structures, Algorithms, Discrete Mathematics, Digital Logic Design, and Data Communications, showcasing proficiency in fundamental concepts and skills essential for software development and system design.
- Maintained consistent academic excellence across various subjects including Mathematics, Physics, English Composition, and Ethics and Culture, demonstrating a well-rounded educational background and strong analytical abilities.