



# AHZAM MAQSOOD

## DIGITAL MARKETER & FULL-STACK DEVELOPER

Digital Marketer & Full-Stack Developer with expertise in SEO, e-commerce, and modern web apps. Focused on driving growth through smart strategy & technology.

## CONTACT

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## SKILLS

- Web Development
- E-commerce Platforms
- Digital Marketing
- Analytics & Tools
- Design & UX
- Soft Skills

## ACHIEVEMENTS

- Boosted online sales of KaprayOfficial by 300% within one year
- Successfully launched 10+ freelance projects for local & international clients
- Achieved 95+ Lighthouse performance score on multiple websites

## EDUCATION

- Government Degree Science College, Karachi  
Intermediate in Science (Pre-Engineering), 2014 – 2016
- Super Unique English High School, Karachi  
Matriculation in Science, 2012 – 2014

## EXPERIENCE

- **KaprayOfficial – E-commerce Manager**  
*Karachi, Pakistan | Jan 2021 – Present*
  - Managed end-to-end e-commerce operations, including product uploads, order processing, and customer support.
  - Designed and executed digital marketing campaigns (SEO, Facebook Ads, Google Ads) that boosted online sales by 300%.
  - Optimized UI/UX of the online store, reducing cart abandonment by 50%.
  - Coordinated with designers & developers to ensure smooth seasonal campaigns and product launches.
- **Freelance Digital Marketing Consultant**  
*Remote | Jul 2020 – Dec 2020*
  - Supported startups & local businesses in improving their online presence.
  - Conducted SEO audits, implemented keyword strategies, and increased client websites' Google ranking.
  - Planned & executed social media campaigns, resulting in 200% growth in engagement.
  - Helped clients set up and optimize Shopify & WooCommerce stores.