



Ali Raza Abro

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 Sector 16 Korangi Industrial Area

Professional Skills

Wordpress
Shopify
Ahref
Google Lookup Studio
Semrush
Google Search Console
SEO
Product Listing
Customization
Web Development
Miro
ClickUp

Soft Skills

Logic Building
Research
Project Management
Critical Thinking

Portfolio

Troodox.com - Freelance
Rivaelectric.com - Freelance
Clipsal.com - Freelance
Powerhouseexpress.com.pk - job
Zubaidas.store - previous job

Interest

Performing New Challenging Tasks
Playing Chess
Planting

Work Experience

Jr. E-Commerce & SEO Executive

Powerhouse Express (June 2023 - Present)

Shopify - Managing Products, SEO, Customizations, APPs, Redirediions, Collections creation & SEO, Orders fulfillment & customer Support, Shopify Support Chat.

SEO - On-Page SEO, Technical SEO, Ahref Issues Solving & Web Crowler, Google Business Profile, Google Search Console, Google Anylatics, Marchant Center.

Figma Flow Charts - Manage Flow Charts for meeting, Chatbots,

WordPress - Managing Products, SEO & Customization of website, Custom CSS, Plugins.

E-Commerce SEO Specialist

@Zubaidas Mothershop (Jul 2022- jun 2023)

Shopify - Managing Products, SEO, Customizations, APPs.

Marketplace Integration - Integration with marketplaces like Cotton candy & Telemart

SEO- On-Page SEO, Technical SEO , Google Search Console, Google Anylatics, Marchant Center.

Education

Intermediate - Engineering

GBD Collage - Naudero (2022 - 2024)

Matriculation - CS

GBD Collage - Naudero (2020- 2022)

Courses / Certifications

Digital Marketing

Learn About ads, social media marketing, marketing strtigies & more from Youtube

Web Development

AIET & Coursera (Aug 2022)
Learn about Html, CSS, Javascript and Typescript

Microsoft Office

Muzafar Coaching Center (aug 2020)
Learn MS word, Excel and PowerPoint