

# MESUM BIN SHAUKAT

## DIGITAL MARKETING EXPERT

✉ mesum@worldoftech.company

🐙 github.com/mesumbinshaukat

🌐 www.worldoftech.company

### PROFILE

I am a results-driven Digital Marketing Expert specializing in SEO, SEM, PPC, social media marketing, and content marketing. I have experience in Google Ads, Facebook Ads, and LinkedIn Ads to drive targeted traffic and increase conversions.

### SKILLS

- **SEO & SEM:** On-Page & Off-Page SEO, Technical SEO, Google Ads, Bing Ads
- **Paid Marketing:** Facebook Ads, LinkedIn Ads, TikTok Ads, Snapchat Ads
- **Email Marketing & Automation:** MailChimp, HubSpot, Drip, Klaviyo
- **Analytics & CRO:** Google Analytics, A/B Testing, Heatmaps, Conversion Optimization

### EXPERIENCE

#### CEO & LEAD DEVELOPER

World Of Tech  
(2023-Present)

- Leading the technical team to build scalable web solutions
- Managing project development lifecycle from planning to deployment
- Overseeing business growth strategies and client relations

#### BUSINESS DEVELOPER

Prime Vertex Softwares  
(2024-Present)

- Identifying new business opportunities and partnerships
- Developing sales funnels and lead-generation strategies
- Managing client communications and ensuring customer satisfaction

#### FREELANCING & REMOTE DEVELOPMENT

Upwork, Freelancer.com, Flvrr, LinkedIn  
(2019-Present)

- Delivering custom web and mobile solutions for global clients
- Optimizing and improving existing applications for better performance