MESUM BIN SHAUKAT

SEO, SEM & SMM EXPERT

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 www.worldoftech.company

PROFILE

I specialize in SEO and PPC marketing, optimizing websites for Google algorithm updates, keyword rankings, and lead generation. I help businesses scale with targeted ad campaigns, technical SEO, and content strategies.

SKILLS

- **SEO Tools:** Ahrefs, SEMrush, Moz, Screaming Frog
- **SMM Platforms:** Facebook, LinkedIn, Instagram, Twitter Ads
- **PPC Strategy:** Google Ads, Bing Ads, Amazon PPC
- **CRO & Analytics:** Google Tag Manager, Hotjar, GA4, Data Studio

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, FIverr, LinkedIn

(2019-Present)

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