Sk Tanveer Ali

Portfolio: **sk-tanveer-ali.github.io**
sktanveerali.official@gmail.com
+1 514 222 9460
Montreal, QC
LinkedIn: in/sk-tanveer-ali

SKILLS

HTML	PYTHON	SEO	FIGMA
CSS	PHP	META MARKETING	CANVA
SASS	MySQL	GOOGLE ADS	PHOTOSHOP
JAVASCRIPT	DJANGO	GOOGLE ANALYTICS	GRAPHIC DESIGN
BOOTSRAP	WORDPRESS	SOCIAL MEDIA MANAGEMENT	VIDEO EDITING

EXPERIENCE

Digital Marketer and Web Developer
Exclusia - Dhaka, Bangladesh | Nov 2017 - Present (Freelancing)

- Created and managed targeted digital marketing campaigns on Facebook and Instagram, optimizing ad copy and visuals to maximize engagement and conversions.
- Monitored and analyzed key performance metrics such as click-through rates (CTR), conversion rates, and return on ad spend (ROAS) to continually refine ad performance.
- Developed custom audience segments based on customer behavior and demographics, and set and managed campaign budgets, adjusting based on performance insights to ensure more effective targeting and maximize ROI.
- Collaborated with the design team to produce engaging social media content and marketing campaigns.
- Successfully developed a Shopify eCommerce store from scratch, handling everything from domain setup to inventory management.

Web Developer (Internship)
Raw Art Media - Montreal, QC | May 2024 - July 2024

- Developed WordPress websites using Elementor, enhancing client websites' SEO and performance.
- Worked in a collaborative team, using project management tools like Trello to manage tasks and deadlines efficiently.
- Regularly communicated with clients to understand their requirements and align the website's functionality and design with their business needs.

Customer Service Representative
Concentrix - Montreal, QC | Nov 2020 - Mar 2021

- Assisted customers in troubleshooting medical devices, maintaining professionalism in high-stress situations.
- Developed excellent communication and problem-solving skills, interacting with over 50 customers daily.

Customer Service Agent
TTEC - Montreal, QC | Feb 2020 - Nov 2020

- Provided exceptional customer service and sales support for Verizon Wireless, ranking in the top 10 out of 200 agents.
- Leveraged strong interpersonal skills to resolve billing issues and upsell phone plans, leading to significant sales achievements.

PROJECTS

EV RIVALS
Wordpress Blog Site

Built a personal blog site focused on electric vehicles, leveraging AI to generate content. Implemented SEO strategies to increase traffic and explored affiliate marketing to generate revenue.
Technologies : WordPress, Elementor, SEO (Rank Math), HTML, CSS

EXCLUSIA
Shopify Store

Developed an eCommerce store for a clothing brand from start to finish. Managed digital marketing campaigns and implemented SEO to drive traffic and improve sales performance.
Technologies : Shopfiy, HTML, CSS, Liquid, JSON

AUDIOSPHERE
Podcast Website

Developed a podcast website using MVC software architectural pattern where users will be able to listen to audios/podcasts, search different audio categories and also upload their own creation.
Technologies : HTML, CSS, JavaScript, PHP, phpMyAdmin, MySQL

SPENDWISE
Expense Tracker

A simple web application to add, edit and delete daily expenses for keeping your spendings on check.
Technologies : HTML, CSS, JavaScript, Bootstrap, PHP, phpMyAdmin, SQL

WORKOUT FITNESS
Wordpress Theme

Built the Wordpress theme from scratch. This theme is designed for any business offering various service packages, sharing their story, and featuring a blog section to aid in SEO. For this project, I selected a gym business.
Technologies : Wordpress, ACF, HTML, CSS, PHP, phpMyAdmin, MySQL

AUTO ADIS
Car Dealership Website

Rebuilt the website for a car dealership who had a very poorly designed website. This project was mainly focused on using Bootstrap.
Technologies : HTML, CSS, Bootstrap, Slick slider, Fancy box

EDUCATION

Vanier College
Feb 2023 - July 2024
Montreal, QC, Canada

AEC in Web Design Specialist (Full-stack)

North South University
2012-2017
Dhaka, Bangladesh

B.A Computer Science & Engineering
CGPA: 3.37