

## Muhammad Usama

Web Designer & Developer | Digital Marketing Executive | [LinkedIn](#)

+971 58 558 0040 | usamamuhammad231@gmail.com | Abu Dubai, UAE

---

### SUMMARY

Passionate Results-driven Web Developer & Digital Marketing Executive with 5+ years of experience with a proven track record in developing effective communication and engagement strategies, managing social media marketing activities, and implementing SEO strategies to increase website traffic and enhance brand visibility. Content creator experienced in designing, and editing. Dedicated to creating user-focused digital content. Experienced in collaborating with cross-functional teams and overseeing web projects from design to implementation. Adept at creating visually appealing websites, optimizing user experience, and executing successful digital marketing campaigns. Strong Grip in Angular, React, TypeScript, HTML, CSS, WordPress, Shopify, Photoshop, Illustrator, Canva, and SEO best practices.

---

### EXPERIENCE

#### Web Developer & Digital Marketing Executive

Abu Dhabi Marine | Abu Dhabi, UAE

Jan 2024 – Present

In my role as a Web Developer & Digital Marketing Executive at Abu Dhabi Marine, I have successfully integrated my web development and digital marketing skills to enhance the company's online presence and user experience. By managing the website, optimizing content, and executing effective SEO strategies, I have significantly driven engagement and growth. My diverse responsibilities also include social media management, graphic and video design, and online advertising, all aimed at improving visibility and user interaction.


#### Key Achievements:

- Regularly update and maintain the company website, ensuring a seamless user experience.
  - Edit and refresh website content as needed to keep it current and engaging.
  - Implement effective SEO strategies to improve the website's search engine rankings and organic traffic.
  - Oversee and manage social media accounts, crafting engaging posts and interacting with our audience.
  - Design visually appealing social media posts using Photoshop, Illustrator and other designing tools.
  - Edit promotional and informational videos to support our marketing campaigns.
  - Prepare and submit reports on digital marketing performance, presenting findings to stakeholders.
  - Plan and execute online ad campaigns on Meta (Facebook, Instagram) and Google Ads to drive traffic and conversions.
  - Captured high-quality product images, meticulously edited for alignment with the brand's message.
  - Proficient in content creation and management on various social media platforms, including META (Facebook & Instagram), TikTok, and YouTube.
  - Produced compelling video content using CapCut, Canva, and Adobe Premiere Pro.
- 

#### Web & Social Media Manager

Sahulaat Technology | Abu Dhabi, UAE

Jan 2022 – Dec 2023

 Engineered advanced and custom-coded e-commerce stores with Shopify and WooCommerce, pushing beyond industry standards. Elevated the customer journey through seamless payment gateways and optimized SEO strategies, resulting in heightened visibility and organic traffic. Orchestrated end-to-end project management, ensuring punctual delivery, client satisfaction, and ongoing professional development in React and Nest JS.

## Key Responsibilities:

- Design and develop ecommerce websites by using Shopify & WooCommerce, ensuring they align with client requirements and industry standards
  - Implement payment gateways, to facilitate online transactions and enhance the customer shopping experience.
  - Enhance existing websites by implementing new features and optimizing performance for an improved user experience.
  - Design modern and elegant mobile friendly Email Marketing templates for company clients.
  - Optimize websites for search engines (SEO), employing keyword research and on-page optimization techniques to improve visibility and drive organic traffic.
  - Manage company projects, including documentation, design, and client meetings, ensuring timely delivery and client satisfaction
  - Oversee company server management (WHM), domain panel, and cPanel management for seamless website operations.
  - Ensure website security by implementing necessary measures to protect customer data and privacy.
  - Captured high-quality product images, meticulously edited for alignment with the brand's message.
  - Proficient in content creation and management on various social media platforms, including META (Facebook & Instagram), TikTok, and YouTube.
  - Produced compelling video content using CapCut, Canva, and Adobe Premiere Pro.
- 

## Front-End Engineer

Consolices | Abu Dhabi, UAE

Nov 2020 – Dec 2021

Transform design concepts into visually appealing interfaces with Angular, Tailwind CSS, and Bootstrap, ensuring seamless usability. Established effective communication between front-end and back-end systems, implementing Rest APIs and GraphQL. Actively pursued continuous learning, gaining proficiency in GraphQL and Rest API, and contributed to WooCommerce projects for enhanced website capabilities.

## Key Responsibilities:

- Created visually appealing and intuitive front-end interfaces for web applications.
  - Apply user-centric design principles to enhance overall usability and ensure a positive user experience.
  - Convert Figma/PSD mock-ups into responsive and pixel-perfect web designs, ensuring seamless user experiences across various devices and screen sizes.
  - Transform design concepts into functional, user-friendly web interfaces by using multiple CMS platforms such as WordPress, Square Space, and WIX, catering to client requirements.
  - Establish smooth communication between front-end and back-end systems to ensure cohesive functionality.
  - Utilize Rest APIs and GraphQL to enable data exchange and interaction within the application, contributing to seamless functionality.
  - Implement comprehensive testing procedures to verify the functionality of web applications, ensuring high-quality and reliable performance.
  - Proficiently use GitHub for version control, managing codebase changes, and working on multi-branch repositories to enhance website capabilities.
  - Collaborate effectively with cross-functional teams, incorporating feedback and ensuring alignment with project goals.
- 

## Front-End Web Developer

P-First Solutions | Abu Dhabi, UAE

Aug 2018 – Oct 2020

I seamlessly translated design concepts into functional code, ensuring efficient integration between front-end and back-end systems, leading to a 15% increase in project efficiency. Leveraging advanced WordPress skills, I designed and customized

websites, contributing to a 20% increase in client satisfaction through tailored and visually appealing web solutions. Proactive in continuous improvement, I played a key role in reducing technical debt by 30% and enhancing overall codebase quality.

### Key Responsibilities:

- Develop and implement responsive and user-friendly web interfaces using HTML, CSS, and JavaScript.
- Collaborate with cross-functional teams to translate design concepts into functional code.
- Ensure seamless integration between front-end and back-end systems for optimal website performance
- Utilize WordPress CMS to design, customize, and maintain websites, ensuring alignment with client requirements
- Optimize web applications for maximum speed and scalability.
- Implement and maintain design principles to enhance overall user experience.
- Collaborate with UX/UI designers to transform wireframes and mockups into visually appealing interfaces.
- Conduct regular code reviews and contribute to continuous improvement initiatives.
- Stay updated on industry trends and emerging technologies to enhance development processes.
- Troubleshoot and resolve front-end issues, ensuring a smooth and efficient user experience.
- Collaborate with the SEO team to implement on-page optimization techniques for improved website visibility.
- Adhere to coding standards and best practices for clean and maintainable code.

---

## SKILLS

**Framework & Languages:** HTML, CSS, Tailwind CSS, Bootstrap, TypeScript, Angular, Rest API, GraphQL, RXJS

**Digital Marketing:** Social Media Marketing, Meta Business Suite, SEO, Google Analytics, Google Search Console

**CMS:** WordPress, Shopify, Square Space, OpenCart, WIX

**Management Tools:** Slack, Trello, JIRA, Perfex CRM

**Designing:** Adobe Photoshop, Illustrator, Adobe XD, and Figma

**Content Creator:** Photography, videography, Adobe Premiere Pro, CapCut, and Canva

**Tools & Utilities:** VS Code, Dreamweaver, Google Chrome, Firefox, Safari, IE

**Learning in Progress:** React, Nest, MongoDB (MERN Stack Development)

---

## EDUCATION AND TRAINING

BS (Hons) in Information Technology

AAUR, Barani Institute of Information Technology, Rawalpindi.

---

## CERTIFICATIONS

Affiliate Marketing (07/2022 - 10/2022)

Verified online at: [DigiSkills](#) | Certificate ID: 5NUJAYAMK

WordPress (11/2019 - 02/2020)

Verified online at: [DigiSkills](#) | Certificate ID: JJXFP7PQ

Freelancing (11/2019 - 02/2020)

Verified online at: [DigiSkills](#) | Certificate ID: 8CG7YQBPO