



## ARSHAD ALI

**WordPress Designer**  
**Digital Marketing Expert**  
**Student Of AI**

### CONTACT

- Viddler@live.com
- +971-56 664-5521
- arshadali-m032
- codenrank.com
- Dubai (UAE)

### WORDPRESS EXPERTISE

- Custom Theme Designing & Redesigning
- Well Verse with cPanel & Server Management
- Page Builder like WordPress Editor, Elementor, Thrive Architect, Divi
- Multipurpose Themes like Astra, Betheme, Creativo, Bridge, Phlox
- Plugins like CF7-conditional fields, ACF, WP-Cargo, Slider Revolution, Cost Calculator, MailChimp, MailerLite, AWeber, WooCommerce, Membership Pro

### DIGITAL MARKETING & SEO SKILLS

- Keyword Research
- Competitor Analysis
- On-Page & Technical SEO
- JSON-LD (Schema Data)
- Off-Page & Local SEO
- Link Building & Content Marketing
- Web Analytics & SEO Trends
- Social Media Marketing
- Social Media Management
- Email Marketing
- Automation, A/B testing
- Lead Generations B2B & B2C

## PROFESSIONAL SUMMERY

I am an experienced **WordPress Designer** and **Full Stack Digital Marketer** with solid background in crafting and customizing aesthetically beautiful **SEO-Optimized websites** as well as visually appealing Graphics. I am well-versed in **Search Engine Optimization, & Social Media Marketing & Management**. I am capable of **developing, executing, and optimizing** digital marketing initiatives to **increase website traffic, lead generation, and brand exposure**. My passion is building outstanding digital experiences, creating websites and increasing engagement, and assisting organizations in reaching their objectives. Seeking a challenging career, where I can put my abilities and expertise to contribute significantly to a successful team and organization.

### WORK EXPERIENCE

#### Wordpress Designer & SEO Expert

**As Independent Freelancer**

07/2020-Present

#### Day to Day Tasks

- By using **WordPress** and **modern design trends**, I created more than hundred complete website solutions for my clients.
- Fundamental to advance understanding of **business websites, e-commerce stores, personal portfolios and community websites**.
- I am trained in creating **landing pages** in different niches **with hook-up copywriting and email automation**.
- Expert in **out reach email copywriting, design, and distribution**. Create engaging emails that get results
- Proficient in working with **Meta Pixel, FB Page & Shop Management, Ad & Post Designing for all Social Media Platforms**
- Being a student of AI**, I'm good prompter and used AI tools like **ChatGPT, Google Bard, Bing Chat** and **different image editors** to generate and create content, like **Niche Articles, Promotional Emails, Business Letters, Product Description**, answer questions from clients, **Marketing Material, and Graphics**
- Capable at **Facebook, Instagram, Pinterest & WhatsApp Marketing**
- Expert in **generating targeted leads** and obtaining Businesses data by nation, city, industry, and niche.
- I have created several websites for **national and international** clients and volunteered to **obtain professional-level knowledge** to understand my **client's industry**.
- My portfolio can be viewed at [www.codenrank.com](http://www.codenrank.com)

#### Arfa Technologies (Lahore) Pakistan

**WordPress Designer & Digital Marketing Expert**  
**Responsibilities**

09/2015-05/2020

- Create custom WordPress themes from scratch by **using Elementor, WordPress Editor, Thrive and Divi** theme builder as per required
- Detail **research about new projects**, critically examine **competitor sites**, collect resources like essential graphics & **industry (niche) related Keyword research**
- Generate & Copywriting **industries related SEO friendly** content

## SEO TOOLS SKILLS

- Google & Bing Keyword Planner
- Search Console & Bing Webmaster
- Google Analytics & Trends
- SEMrush, Ahrefs, MOZ, SpyFu
- Screaming Frog
- Yoast SEO, Rank Math,
- **Squirrly AI, SEO AI, Ryrob AI**

## GRAPHICS SOFTWARE & TOOLS SKILLS

- Canva, Crello, Fotojet
- Corel Draw (Mid-Level)
- Adobe Photoshop (Mid-Level)
- Adobe Acrobat Editor
- Acdsee Photo Studio
- In-Page (Urdu & Arabic Publishing)
- MS-Word
- MS-Excel (for web related work)
- Power Point

## SOFT SKILLS

- Problem Solving
- Teamwork
- Creativity
- Adaptability
- Responsible
- Time Management
- Active Listening
- Communication
- Patience
- Empathy

## EDUCATION

- Bachelor of Commerce (B.Com) from University of Punjab Pakistan in 2006
- Higher Secondary School Certificate from BISE Lahore in 2004
- Matriculation from BISE Lahore in 2000

## PERSONAL DETAIL

- Citizenship: Pakistan
- Date of Birth: 15-Oct-1982
- Religion: Islam
- Passport No.: WY1799522
- Visa Status: Own Visa

- **Install & customizing with content & media** to meet specific project or client's requirements
- Setup and **integrated social media** profiles with websites.
- Integrated the **client's logo and branding** elements and ensured consistency with their overall brand identity
- **Check Plugins Compatibility, Cross-Browser Testing, Quality Assurance and Testing and Responsiveness of web Design**
- Conduct thorough **keyword research** to identify relevant and high-traffic keywords
- **On-Page SEO** by incorporating **target keywords** in meta tags, meta description, headings, content, and URLs to make them search engine-friendly.
- Regularly **monitor and analyze clients website performance** and provide detailed reports on key metrics and progress
- Setup and manage **GMB profiles** for clients
- Implement **local SEO strategies** to optimize the website for **location-based searches** and improve visibility in local search results.
- Develop and execute **link-building strategies to acquire high-quality backlinks** from reputable websites.
- Find **clients & vendor sites and setup email campaign** if necessary
- Find and **Scrape industry related email addresses, Design email Templates & Copywriting**
- Generate **City and Industry Related, B2B & B2C Leads**
- Perform **technical audits** to identify and fix issues that could affect the website's search engine performance, such as **broken links, site speed, and crawlability**
- Handled **many websites at a time** and ranked them up with the team

## Concept Design & Printing Royal Park Lahore

### Graphic Designer Responsibilities & Tasks

10/2012-08/2015

- I designed **business cards, brochures, flyers, corporate profiles, restaurant menus**, and flax throughout my time as a graphic designer at "Concept Design & Printing".
- I have extensive abilities of using prebuilt templates to rapidly create a variety of designs, like **social posts, info graphics, marketing posts, book covers, company profiles, and business plans** according to client's instructions.

## Industries knowledge During My Career

I have successfully crafted dynamic and user-centric websites across diverse industries, including **Tour & Tourism, Food & Beverage, Delivery Services, Home Services, Beauty & Health, Auto, Education, eCommerce, Digital Product Stores, Fashion, and Real Estate**. With a rich portfolio of completed projects, I possess **valuable insights** into the unique requirements and challenges specific to each industry. I **adeptly tailor web solutions that align with the distinct needs and goals of clients**. I am eager to leverage my expertise to create impactful web solutions and **contribute to your organization's success**.