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PROFESSIONAL SUMMARY

Creative and versatile **Graphic Web Designer & Digital Marketing Specialist** with 6+ years of UAE and international experience in delivering impactful branding, high-quality responsive web design, graphic design, and end-to-end digital solutions. Proven expertise in managing **Social media campaigns**, creating engaging **marketing materials** (brochures, banners, exhibition layouts), and producing cohesive brand messaging across platforms. Skilled in developing and maintaining **responsive, SEO-optimized WordPress websites** using **Elementor, HTML, CSS, JavaScript, and PHP**. Adept at handling newsletters, running targeted digital campaigns, and collaborating with cross-functional and international teams to enhance **brand visibility, user experience, and engagement**. Passionate about combining creative design with technical precision to drive business growth and audience connection. leading and collaborating with cross-functional and international teams to deliver high-impact digital campaigns and web projects.

SKILLS & TOOLS

Key Competencies

Web Development, Web Designing, Graphic Designing, SEO, Social Media Accounts & Campaign Management.

- **Web Development:** WordPress theme and plugin customization, Responsive Design, SEO Optimization, Website Maintenance
- **Programming Languages:** HTML5, CSS3, JavaScript, PHP
- **E-Commerce Platforms:** WooCommerce, Payment Gateway Integration, Product Management

- **Responsive Design:** Mobile-Friendly Layouts using Bootstrap and CSS Media Queries
- **UI/UX Design:** Wireframing, Prototyping, User Experience Optimization using Adobe XD and Figma
- **Security & Maintenance:** Malware Removal, Vulnerability Fixes, Website Security, Data Protection, Backup Protocols
- **Version Control:** Proficient in Git for Code Management
- Debugging & Testing: Cross-Browser Testing, Quality Assurance, Troubleshooting
- **AI Tools:** Leveraging AI Tools for Content Creation and Campaign Optimization
- **Graphic Design:** Social Media Design, Branding, Logo Design, Poster Design, Print Design, Banner Design, Package Design, Video Editing, Stationery Design, Stop Motion Animation, and Visual Storytelling.
- **Motion Graphics:** Adobe After Effects, Adobe Premiere Pro, CapCut
- **Design Tools:** (Adobe Creative Suite Expert) Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, XD, Figma, Lightroom, Canva, Microsoft PowerPoint, Excel
- **Creative Copywriting:** Marketing Copy, Blog Posts, Website Content
- **Content Creation & Strategy:** Social Media Content, Blogs, Videos, Infographics, Real Estate Listings
- **Content Engagement:** Influencer Marketing, Celebrity Engagement, Surprise & Delight Campaigns
- **Social Media Marketing:** Facebook, Instagram, LinkedIn, TikTok, YouTube, Twitter (X), Meta Business Manager, Google Ads, LinkedIn Campaign Manager, Campaign Execution, Audience Research, Targeting, Platform Strategy, Trending Topics
- Social Listening & Analysis: Social Listening Platforms (Sprout Social), Sentiment Analysis, Trend Identification
- **Community Management:** Community Moderation, Crisis Communication, User-Generated Content Strategy, Influencer Engagement, Feedback Handling.
- Performance Optimization: Page Load Speed Improvement, SEO Best Practices, User Interface Enhancements
- **Tools & Analytics:** Sprout Social, Google Analytics, HubSpot, Meta Ads, Canva, Adobe Suite, CapCut, KPI Benchmarking, Sentiment Analysis.

- **Digital Marketing:** Managing Digital Marketing Agencies, LinkedIn Ads, Google Ads, SEO, Newsletter Campaigns, Email Newsletters
- **SEO Optimization:** Expert in on-page, off-page, and technical SEO, including keyword research, backlink building, schema markup, and Core Web Vitals improvements to boost search engine rankings and organic traffic.
- **SEO Tools & Analytics:** Proficient with Google Search Console, Google Analytics, Ahrefs, SEMrush, and Screaming Frog for performance tracking, competitor analysis, and data-driven content strategy.
- **Digital Strategy & Reporting:** KPI Benchmarking, Data-Driven Campaign Optimization, Competitor Analysis
- **Project Management:** Content Calendars, Deadlines, Cross-Functional Collaboration
- Soft Skills: Communication, Teamwork, Time Management, Problem-Solving, Attention to Detail, Team Collaboration and Communication

WORK HISTORY

Web & Graphic Designer / Social Media Specialist | 09-2024 to Present

International Radiology Center – UAE

Primary Responsibilities: (Web Designing and Development, Graphic Designing, SEO, Social Media Management / Marketing)

- Designed and developed responsive WordPress websites using Elementor, custom themes, and plugins to meet specific client requirements, resulting in improved navigation, user engagement, and a 20% increase in website traffic.
- Managed ongoing WordPress maintenance, including content updates, performance monitoring, and technical issue resolution to ensure seamless functionality and minimal downtime
- Strengthened website security and reliability by removing malware, fixing vulnerabilities, and implementing proactive protection protocols.
- Implemented SEO strategies across all web platforms, boosting organic traffic and improving rankings for key medical service-related keywords.

- Ran and optimized PPC campaigns on Facebook and LinkedIn Ads, using A/B testing and performance analysis to increase lead generation and ROI.
- Strategized and executed multi-channel social media campaigns (LinkedIn, Facebook, Instagram, TikTok), leading to increased brand awareness, engagement, and follower growth.
- Monitored and managed online engagement by responding to comments, feedback, and mentions in a timely, brand-consistent manner across all platforms.
- Leveraged AI tools for web personalization, social listening, and content creation, resulting in improved user retention and enhanced brand sentiment tracking.
- Produced high-quality marketing materials including brochures, banners, exhibition booths, and corporate presentations, which significantly enhanced event interaction and client interest.
- Created and executed UGC (user-generated content) campaigns, “surprise and delight” initiatives, and influencer engagement strategies, increasing community participation and brand loyalty.
- Built relationships with influencers and public figures, leading to extended brand reach and increased third-party endorsements.
- Collaborated with cross-functional teams, including sales, to develop visually impactful presentations and digital assets that clearly communicated service offerings and improved client conversion.
- Maintained a positive online community by moderating content, addressing customer concerns, and escalating issues for quick resolution, ensuring a safe and professional digital environment.

Web & Graphic Designer, 04-2022 to 08-2024

Hydwisco Digi Marketing - USA

- Developed responsive, SEO-optimized WordPress websites using customized themes and plugins, improving client visibility and enhancing functionality across all devices and browsers.
- Optimized website performance and implemented on-page SEO best practices, leading to a 30% increase in organic traffic and improved search rankings.

- Managed all aspects of website maintenance, including content updates, plugin security, troubleshooting, and downtime prevention.
- Collaborated with cross-functional teams to ensure websites aligned with overall brand identity and marketing strategies, delivering consistent and engaging user experiences.
- Created visual content for digital and print media, including brochures, banners, exhibition booths, PowerPoint presentations, and social graphics, which contributed to a 20% boost in client engagement.
- Managed and scheduled content for social media platforms, executed targeted ad campaigns (LinkedIn & Google Ads), and increased social media engagement by 30%.
- Developed and executed email newsletter campaigns, incorporating case studies and service updates to nurture leads and support sales efforts.
- Led and coordinated multiple digital projects simultaneously, maintaining a track record of on-time delivery and client satisfaction.
- Acted as the primary liaison with external marketing agencies, ensuring seamless execution of integrated marketing campaigns.
- Recognized with the “Employee of the Month” award for exceptional performance on a high-profile client project, reflecting dedication and strategic contribution to business success.

Web & Graphic Designer, 04-2020 to 03-2022

Maahabh Pvt Ltd - Hyderabad

- Designed and developed the company's WordPress website, creating a visually consistent and user-friendly interface that enhanced online presence and brand credibility.
- Produced custom graphics and banners for web and print, including brochures, email campaigns, exhibition materials, and social media content, ensuring brand consistency across all platforms.
- Assisted in planning and executing digital marketing strategies, aligning design work with business goals and contributing to unified, results-driven campaigns.
- Supported the management of social media channels, including content creation, post scheduling, and visual asset design, leading to improved engagement and brand awareness.

- Oversaw the production of promotional materials across digital and offline channels, maintaining high design standards and cohesive brand identity.
- Collaborated with the marketing team to develop compelling visuals for newsletters, website updates, and advertising assets, contributing to stronger audience engagement and campaign performance.

EDUCATION

Bachelor of Computer

Osmania University - Hyderabad, Telangana, India.

CEC - Commerce Economics Civics

Board of Intermediate Education - Hyderabad, Telangana, India

SSC - Secondary School Certificate

Board of Secondary Education - Hyderabad, Telangana, India

Certifications

Adobe Certified Expert (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro)

Google Ads Certification

Graphic Designer Certification

Web Designer Certification

UI Designer Certification

Social Media Manager Certification

LANGUAGES

- English: Fluent
- Hindi: Fluent
- Urdu: Fluent

PORTFOLIO

Explore my portfolio of WordPress websites and design work at:

Web Designing Portfolio :

https://drive.google.com/drive/folders/1-6gkxUNGlaa7qquScNU-39ZcgO_CswpV?usp=sharing

Graphic Designing Portfolio :

https://drive.google.com/drive/folders/1eLTo_SkiiVuMxfBYwzz15Uy1Ci-v536Q?usp=sharing

Behance : <https://www.behance.net/amerfolio/>

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