

Ijaz Gul



Visa Status: Employment Visa
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EXPERIENCE

[Al Imran Group of Companies, Dubai](#) — **DIGITAL MARKETING & E-COMMERCE SPECIALIST | SEO | WEB MANAGEMENT | GRAPHICS DESIGN | SOCIAL MEDIA | AMAZON VA**

November 2024 to Present

SEO Specialist & Website Manager

- Develop and execute SEO strategies to improve website rankings and organic traffic.
- Optimize website structure, content, and speed for better search engine visibility.
- Conduct keyword research, competitor analysis, and performance tracking to enhance online presence.
- Manage website updates, integrations, and security for seamless user experience.
- Graphics Designer & Social Media Manager
- Design eye-catching visuals, banners, and branding materials for digital marketing.
- Create and manage engaging social media content, campaigns, and ads to boost brand visibility.
- Monitor trends, analyze insights, and implement data-driven strategies.

Amazon/Noon Virtual Assistant

- Optimize Amazon/Noon product listings, descriptions, and keywords for higher conversions.
- Manage order processing, customer queries, and review handling for improved customer experience.
- Implement Amazon PPC advertising and marketing strategies to increase sales.

Passionate about enhancing digital presence, driving online growth, and delivering creative solutions.

[Sport Spirit Fed Events Managing, Oud Metha, Dubai](#) — **WEB DEVELOPER**

May 2024 - September 2024

As a Web Developer, I was responsible for designing, developing, and maintaining the website to ensure an optimal user experience and improved functionality. I integrated SEO best practices into the site's architecture to boost search engine rankings and implemented responsive design, making sure the website performed well across all devices. Additionally, I worked closely with content creators and marketing teams to update web pages and digital assets, while focusing on optimizing website speed and performance to enhance overall user engagement.

SKILLS

Digital Forensics
Ethical Hacking
OSINT Analysis
Data Analyst
Cloud Security(Cloudflare)
Programming Languages
Information Gathering
Testing
Project Management
Team Management
Risk Management
Development(WP)
Designing(WP)
e-commerce(stores)
Copywriting(email,content)
VA
Project Creation
CDN Integration

EDUCATION

Software Engineering **NUML, Islamabad, Pakistan**

2016 - 2020

Fsc (Pre-Eng)

2013 - 2015

HSSC (Science)

2011 - 2013

LANGUAGES

Fluent

English · Urdu · Pashto

**Sport Spirit Fed Events Managing, Oud Metha, Dubai —
STREAMING AND TELEPROMPTER OPERATIONS**

May 2024 - September 2024

I managed live streaming operations for high-profile events such as 'Camp with the Champ' and the 'Seven Districts Ajman T20 Cup,' utilizing vMix software to broadcast simultaneously on two YouTube channels and one Facebook page. My role involved overseeing the entire streaming process, ensuring smooth and high-quality live broadcasts. Additionally, I handled teleprompter operations during these events, where I had the opportunity to work closely with Indian film actor and TV host Rannvijay Singha, along with Indian cricketer Yuvraj Singh, ensuring seamless communication and delivery for all speakers and participants.

Joy Tea Cake & Bakery, Flower Gift Center, International City, Dubai — WEB DEVELOPER, SEO AND GOOGLE ADS SPECIALIST

September 2023 - April 2024

During my tenure, I managed and optimized SEO strategies to enhance website visibility and improve search engine rankings. I conducted thorough keyword research and implemented both on-page and off-page SEO techniques. Additionally, I developed and managed Google Ads campaigns, which resulted in high CTR and conversion rates. Regular traffic analysis allowed me to adjust strategies for continuous improvement. I also collaborated closely with team members to create and implement digital marketing initiatives, significantly boosting the brands' online presence.

**Fiverr, Remote — WEB DEVELOPER | DATA ANALYST |
CLOUDFLARE MANAGEMENT | WEB HOSTING
CONFIGURATIONS | BOKUN CONFIGURATIONS**

Sep 2017 – Mar 2021

I have gained extensive experience through my work on the Fiverr platform from 2017 to 2021. I have successfully completed numerous web development projects for clients from around the world, helping them achieve their online goals.

Trevopedia Tours & Travel, UK (Online)— SENIOR ENGINEER

Aug 2021 – Mar 2023

Spearheaded the development and implementation of innovative software solutions, optimizing operational efficiency. Led across-functional team, ensuring seamless integration of technology and business goals. Successfully delivered projects on time, contributing to the company's growth and customer satisfaction.

Test Zone Diagnostic Center, Peshawar, PK— DATA ANALYST

Oct 2019 – Dec 2021

Utilized advanced analytics techniques to extract valuable insights from large datasets, facilitating data-driven decision-making. Developed automated reporting systems and dashboards, enhancing data visualization and streamlining processes. Collaborated with cross-functional teams to optimize operational performance and drive business growth.

eCOM Capital, Australia (Online) — *PROJECT MANAGER*

Aug 2020 – Dec 2020

Led end-to-end management of multiple e-commerce projects, overseeing budget, timelines, and resources. Implemented Agile methodologies to ensure efficient project execution. Collaborated with cross-functional teams, stakeholders, and clients to deliver high-quality solutions on time and within budget.

eCOM Capital, Australia (Online) — *QA*

Dec 2020 – Sep 2021

Conducted comprehensive testing of e-commerce platforms, ensuring high-quality user experiences. Performed functional, regression, and performance testing, identifying and resolving issues to enhance product reliability. Collaborated with development teams to implement efficient QA processes and improve overall product quality.