

TUFAIL AFZAL

Web Developer | Digital Marketing | IT Specialist

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🌐 <http://www.linkedin.com/in/tufail-afzal>

📍 Barsha heights, Dubai, UAE



SUMMARY

Extensive 5 years hands-on experience across all areas of online marketing and ecommerce development including website development, content management, email marketing and all other Digital Marketing Activities such as SEO, SEM, PPC and, Google Analytics. Experienced managing full project from requirements gathering through to implementation and support. Hand-on experience in managing successful Professional E-Commerce Projects.

EXPERIENCE

IT Specialist, Web developer and digital marketing

United business Corporation LLC www.ubcdubai.com

📅 2022-present 📍 Dubai

Responsibilities

- Design, develop, and configure websites on the web server.
- Implement Search Engine Optimization (SEO) techniques including keyword research and analysis, on-page, off-page, and technical SEO optimization using tools such as Google Search Console, Ahrefs, SEMrush, Yoast, etc.
- Creating content such as blog posts, videos, and images for posting on our social media sites and landing pages.
- Social Media Marketing-running paid advertisements on Facebook, Instagram, Twitter, LinkedIn.
- Managing Email Campaigns, designing templates on platforms like Mailchimp and ConvertKit.
- Pay-Per-Click (PPC) Advertising includes managing Google Ads, Facebook Ads Manager, and LinkedIn Ads.
- Analyzing and generating reports, gaining insights, and assessing performance using Google Analytics.
- Managing WHM, cPanel, Cloudflare, and web servers
- Domain registration, server configuration, creating business emails, and setting up email clients like Outlook, G Suite, and Zoho Email.
- Designing photos, videos, logos, product photos, leaflets, letterheads, contact cards, etc.
- Purchasing and installing IT equipment such as network devices (routers, switches, access points), printers, and troubleshooting.
- Regular attending IT events and discussion.

PROJECTS

Salwan Real Estate website - www.salwanre.com

📅 2024

Responsibilities

- Design, develop, content creation, hosting and configure the website.
- Managing full project from requirements gathering through to implementation and support.
- logo designed, content designed and Social Media campaigns results in reaching more customers.

E-commerce Website SalikoMall www.salikomall.com

📅 2023

Responsibilities

- Design, develop, content creation, configure and maintain the website.
- Managing full project from requirements gathering through to implementation and support.
- logo designed
- Content designed and social media campaigns result in obtaining more room bookings and customers.

EDUCATION

Master in Computer Application(MCA)

Jamia Hamdard University, New Delhi, India

📅 2013-2016

Bachelor in Computer Application(MCA)

Jamia Hamdard University, New Delhi, India

📅 2013-2016

CERTIFICATES

Google Technical Support

<https://coursera.org/verify/FA9Y8ZU7ZFAC>

Google Computer Networking

<https://coursera.org/verify/ASEW6KTN85YJ>

HTML5

<https://coursera.org/verify/UNRVK496REQQ>

CSS3

<https://coursera.org/verify/GPKZVE52VYSQ>

Python

<https://coursera.org/verify/GPKZVE52VYSQ>

Excel Skills for Business : Intermediate I

<https://coursera.org/verify/FSBT3ML7BXSK>

HIGHLIGHT POINTS

Digital Marketing (SEO, PPC, SEM etc.)

Social Media Automation Tools: Hootsuite

Project Management and Operations

Web/software Development (HTML, CSS, JavaScript, Bootstrap, CMS- WordPress)

Web Server Management Linux, CentOS, Ubuntu, WHM, cPanel, Cloudflare

E-Commerce Development (B2B, B2C) Web Design & Development

Graphic designing, video editing

Hotel website - www.interhoteliraq.com

📅 2023

Responsibilities

- Design, develop, content creation, configure and maintain the website.
- Managing full project from requirements gathering through to implementation and support.
- logo designed
- Content designed and social media campaigns result in obtaining more room bookings and customers.

Building Renovation Website- www.ubcdubai.com

📅 2023

Responsibilities

- Design, develop, content creation, configure and maintain the website.
- Managing full project from requirements gathering through to implementation and support.
- logo designed
- Content designed and social media campaigns result in obtaining more room bookings and customers.

EXPERIENCE

IT Specialist

United Air conditioning Services

📅 2018-2021 📍 India

Responsibilities

- Design, develop, and configure websites on the web server.
- Monitoring the performance of the systems and address issues as they arise.
- Evaluate and recommend purchase of IT equipment and software installation configuration with enhancements and service update.
- Routine IT operation such as data backup, troubleshooting, software, and system updates.
- Updating website, Troubleshooting, virus scanning, Backing up website files.
- Designing flyer, banners, logo etc.

IT SKILLS

[HTML5](#) [CSS3](#) [JavaScript](#) [Bootstrap](#) [MySQL](#)

[Google Analytics](#), [SEMrush](#)- [Search Engine Optimization \(SEO\)](#).

[PPC](#)- [Social Media Paid Ads](#)

[Content Marketing](#) [Email Marketing](#)

[Web Server Hosting Configuration](#)

[WHM](#), [cPanel](#), [Cloudflare](#), [Domain Email Configuration](#)

MY PERSONAL PROJECT

🌐 My Portfolio Website
www.techiberry.com

📱 assembled 3.5 inch PC
[Raspberry Pi-4](#)

PERSONAL DETAILS

Nationality : Indian
Date of Birth : 18th Dec 1992
Marital Status : Married
Visa Status : UAE Employment Visa
Languages : English, Urdu & Hindi

Time Required for Joining : 1 Month
Available upon request