MOHAMMED KAREEM

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Portfolio: www.mohammedkareem.com

WEB DEVELOPER / DIGITAL MARKETING

Progressive Web developer & Digital marketing professional poised to contribute experienced, innovative graphic, web designing artistry & methodology to produce highest caliber designs& templates, utilizing most current technologies, and collaborative brainstorming strategies in the field of Web technology.

PROFILE

- Creative professional with more than 9years' experience, poised to contribute experience, innovative graphic artistry, evolving new style and methodology to produce highest caliber designs, utilizing most current technologies, and collaborative brainstorming strategies.
- Solid understanding of the website designing, editing process, both creative and technical. Ability to maintain organization of complex projects.
- Exceptional talent and meticulous attention to detail, can innovatively handle complex assignments and tight deadlines.
- Results driven professional with proven ability in design and production of artwork for wide variety of printed materials viz. posters, banners, brochures etc.
- Results driven professional with proven ability in website designing, coding and maintenance.
- Proficient in swiftly ramping up projects with competent cross-functional skills and ensuring on time deliverables within pre-set cost parameters.
- Ability to quickly grasp diverse topics/themes and communicate powerfully with the target audience. Strong literate aesthetic background, excellent communication skills.

CORE COMPETENCIES

Web Designing / Front End Developer / SEO / SEM / Deadline Oriented ✦Creativity ✦ Conceptualization ✦ Technical Specifications

SOFTWARE PROFICIENCY

Graphic Tools	Photoshop, Illustrator
Scripting	HTML5, CSS3, JavaScript, PHP & My SQL
Web Technology	Notepad ++, Dream weaver & Visual Studio
CMS Technology	WordPress, BlogSpot & Joomla
3D Animation	Basic knowledge in 3d Max

PROFESSIONAL EXPERIENCE

STAFFORD GLOBAL, Dubai, UAE   **Nov 2015– Present**
Sr. Web Developer

ZAHARA GROUP, Dubai, UAE   **April 2014– Nov 2015**
Web & Graphics Designer Specialist

AMR-INFOTECH, India   **Jan 2013 – April 2014**
Web Developer

FORTRAN CIRKIT ELECTRONICS PVT LTD, India   **April 2012 – Dec 2012**
Software Developer & Graphics Designing

IEC TECHNOLOGY LTD, India   **July 2010 – Feb 2012**
Jr. Web Developer

PROFESSIONAL EXPERIENCE

Company	**:**	**STAFFORD GLOBAL**
Designation	**:**	**Sr. Web Developer / Digital Marketing Specialist**
Duration	**:**	**Nov 2015 till Present**

<u>**Job Responsibilities**</u>

Web Developer:

- Designing the website layout by using Photoshop and then converting raw images and layouts from a graphic design into HTML / CSS responsive template which fits in every device.
- Buying Hosting server for the clients and uploading the project to the server by using FTP / cPanel and make the website go live.
- Developing a website in HTML / CSS and then converting it into a WordPress theme.
- Creating &Maintaining Blogs for the Website
- Develop email template for the webinar on a weekly basis.
- Routine daily maintenance of existing sites and applications.
- Test the website & identify any technical problem and then resolve it.
- Managing, producing, and designing projects from brief to fulfillment.
- Designing layouts and suggesting improvements if required
- Presenting finalized ideas & concepts to the Top Management.
- Independently involved in Analyze, Design, Coding, Testing & Maintenance of the website.
- Design different types of web design layout & typography according to brand guidelines.
- Prepare site by installing and configuring server software; installing programming language using authoring and formatting tools; ensuring cross-platform compatibility; establishing links.
- Upgrade site by updating content and graphics; monitoring performance and results; identifying and evaluating improvement options; introducing new technology; maintaining links.
- Keeping up to date with new software& industry trends. Producing graphic content for site re-skins, page layouts, email designs, site graphics & static banners.
- Protect site by designing and installing security precautions.

Search Engine Optimization:

- Analyzes, reviews, and implements changes to websites so they are optimized for search engines.
- Maximizing the traffic to a site by improving page rank within search engines.
- Performing site analysis and ongoing keyword research to create link building opportunities.
- Researching and implementing recommendations for organic SEO success
- Perform site analysis, keyword research and building good back links.
- Monitor website traffic using Google analytic.
- Establish locatability by registering with search engines.
- Locate company address in Google business which is useful for SEO.

Search Engine Marketing

- Creating campaign for Google Ads & Facebook Ads.
- Both the Text ads and Display ads can be created in Google AdWords
- Generating leads for the campaign across the world.
- Submitting daily & weekly campaign reports to the management.
- Negative keywords have been added to the campaign to get the genuine leads.
- Keeping up to date Google algorithm for both SEO & SEM.

WEBSITE PORTFOLIO

https://www.staffordglobal.org/
https://www.sam-digitalagency.com/
https://www.lkf-infotech.ae/
https://royalpowereagles.com/
https://westernpacificaccounts.com/
https://www.aarafdecor.com/
https://hopestoneads.com/
https://connectme.biz/
https://laaiqshades.com/
https://rambalindia.net/
https://altafanitechnicalservices.com/
https://mercatoitaliano.ae/
https://blindsforlessuae.com/
https://patientguidanceservice.com/
https://www.physiotherapy-chennai.com/

EDUCATIONAL QUALIFICATIONS

- **Bachelor of Information Technology - 2010**

  Anna University, India

- **Diploma in Hardware & Networking – 2010**

  Gateway Technologies, India

- **Diploma in PHP & My SQL – 2011**

  SSI, India

- **Diploma in Computer Application – 2009**

  IECT, India

PERSONAL

- Nationality: Indian
- Marital Status: Married

REFERENCES

- Available on request