

Muhammad Sami Tariq

Web Developer

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PROFESSIONAL SUMMARY

A skilled web developer with 5 years of industry experience. I have in-depth expertise in creating visually captivating websites, specializing in WordPress, Shopify, and Custom web development. I am passionate about delivering exceptional user experiences by applying UI/UX design principles to my work. Transforming client requirements into innovative and functional web solutions.

My passion for delivering exceptional user experiences extends beyond web development to encompass a holistic approach to digital marketing and branding. I am committed to deliver customers' requirements that results in improved client's satisfaction and the business growth.

With a proven track record of managing multiple projects concurrently and thriving in fast-paced environments, I am dedicated to continuous learning and improvement. I am now seeking a challenging role in a collaborative and growth-oriented environment where I can leverage my diverse skill set and passion for digital innovation to make a meaningful impact.

EXPERIENCE

WEB DEVELOPER AND MARKETER, Manchester

WMB Childcare Ltd, September 2023–Present

WMB Childcare Ltd is a leading childcare service provider based in Manchester, operating six nurseries across the region. As a web developer and marketer following are my responsibilities:

- Redesigned the company website resulting in increased leads and improved user experience.
- Managed multiple websites of the company, including regular design updates and bug fixing to maintain optimal functionality.
- Implemented marketing strategies on various social media platforms including Facebook, Instagram, YouTube, and TikTok to enhance brand visibility and engage with the target audience.
- Designed and managed social media posts to maintain a consistent brand image and drive user engagement.
- Edited testimonial videos using Adobe Premiere Pro to create compelling and authentic content for promotional purposes.
- Utilized Zapier to automate email marketing processes, streamlining communication efforts and improving efficiency.

WEB DEVELOPER, Manchester

Easy Fit Windows Company Ltd, August 2023–January 2024

Easy Fit Window Company Ltd (easyfitwindow.com) specializes in the manufacturing of doors, windows, glazing units, and related products. With a commitment to quality and innovation, the company has established itself as a trusted provider in the industry. As a web developer following are my responsibilities:

- Created a fully bespoke website tailored to client requirements.
- Implemented custom product fields using ACF Pro for enhanced product fields and specifications.
- Developed product custom pricing calculations employing various measuring formulas to provide accurate pricing information to customers.
- Managed Google PPC ads to optimize online advertising campaigns and drive targeted traffic to the website.
- Managed products on Google My Business platform to optimize online visibility and increase website traffic.

- Created clean, well-documented custom code and updates.
- Performed cross-browser testing to ensure compatibility across multiple platforms and devices.

WEB DEVELOPER, London

Insead Technologies, August 2022–July 2023

Insead Technologies is a web, mobile app, and software development company based in London. As a web developer following are my responsibilities:

- Developed websites using WordPress, Shopify, and Magento platforms, catering to diverse client needs and requirements.
- Managed Facebook and Instagram advertising campaigns to effectively target audiences, increase brand awareness, and drive traffic to client websites and applications.
- Implemented SEO strategies, including both on-page and off-page optimization techniques, to enhance website visibility and improve search engine rankings, thereby increasing organic web traffic and maximizing online presence.

WEB DEVELOPER, Lahore

Connect Solutions, May 2020–August 2022

Connect Solutions (www.connect-sol.com) is a leading software house based in Pakistan, specializing in providing cutting-edge web, mobile, and software solutions to clients worldwide. With a focus on delivering innovative and scalable solutions, Connect Solutions has established itself as a leading provider of web and app development services. As a web developer following are my responsibilities:

- Developed custom websites to meet individual client needs.
- Created and managed ecommerce websites for clients, ensuring seamless user experiences and optimized functionality.
- Implemented on-page SEO strategies to improve website visibility, keyword rankings, and organic search traffic.
- Conducted thorough keyword research, optimized meta tags, headings, and content, and implemented structured data markup to enhance search engine visibility.
- Collaborated with content creators to develop high-quality, SEO-friendly content for product descriptions, landing pages, and blog posts.
- Monitored website analytics and performance metrics to identify areas for improvement and implement effective off-page SEO techniques, such as link building and social media engagement.
- Implemented off-page SEO strategies, including guest blogging, social bookmarking, and online directory submissions to enhance website authority and increase organic traffic.
- Conducted regular website audits and implemented technical SEO optimizations, ensuring website speed, mobile-friendliness, and crawlability.
- Stayed updated on the latest SEO trends and algorithm changes to adapt strategies and maintain high search engine rankings for client websites.
- Collaborated with cross-functional teams, including designers and developers, to ensure seamless integration of SEO best practices into website development and design processes

WEB DEVELOPER, Brisbane

Fast IT Solutions, August 2021–May 2022

Fast IT Solutions (www.fastitsolutions.com.au) is a leading ecommerce company based in Australia, specializing in creating innovative and user-friendly online platforms. With a focus on delivering exceptional ecommerce experiences, Fast IT Solutions helps businesses establish a strong online presence and maximize their digital potential. As a Web Developer following are my responsibilities:

- Collaborated with clients to plan and design effective site layouts, ensuring optimal functionality, user experience, and navigation.
- Developed custom ecommerce solutions using WordPress and Shopify, incorporating secure payment gateways, and streamlined checkout processes.

- Worked closely with the design team to ensure a seamless integration of visual elements and branding across the website.
- Implemented social media marketing strategies to enhance brand visibility and drive traffic to the ecommerce site.
- Stayed updated on industry trends and emerging technologies to suggest innovative solutions and enhance the ecommerce experience for clients and end-users.

WEB/GRAPHIC DESIGNER , Lahore

Suds, February 2018–October 2021

Suds (www.suds.pk) is a reputable graphic design company based in Pakistan. Specializing in graphic design, social media management, and web design services, Suds has earned a strong reputation for delivering creative and impactful solutions to its clients. As a web/graphic designer following are my responsibilities:

- Created engaging social media posts for fashion brands using tools like Photoshop and Illustrator, ensuring visually appealing and on-brand designs.
- Designed logos that effectively represented the essence and values of various brands, employing creative and strategic approaches.
- Developed short videos for advertisements, incorporating compelling visuals and narratives to captivate the target audience.
- Managed Facebook marketing campaigns to increase brand visibility, engagement, and ultimately drive sales for clients.
- Converted PSD designs into WordPress websites using the Elementor Pro page builder, ensuring pixel-perfect layouts and seamless functionality.
- Assisted in creating and maintaining websites, ensuring updates, bug fixes, and overall website performance optimization

WEB DEVELOPER, Mumbai

US-Cubix Tech, March 2019–February 2020

US-Cubix Tech (www.uscubixtech.com) is a reputable web service providing company based in India. With a focus on delivering high-quality web solutions, US-Cubix Tech has gained recognition for its expertise in website development, customization, and optimization. As a web developer following are my responsibilities:

- Developed and maintained web applications using HTML, CSS, JavaScript, and jQuery.
- Converted PSD designs into pixel-perfect Shopify stores and WordPress websites using popular page builders such as Elementor Pro and WP Bakery.
- Customized WordPress themes and plugins to meet specific user requirements, ensuring seamless functionality and visual appeal.
- Developed custom ecommerce websites on the Shopify platform, integrating secure payment gateways and optimizing the user experience.
- Implemented on-page SEO strategies to improve website visibility and rankings, including optimizing meta tags, headings, and content.
- Conducted thorough keyword research and implemented structured data markup to enhance search engine visibility and click-through rates.
- Configured and managed Google Search Console, Google Analytics, and Google My Business accounts for clients, providing valuable insights into website performance and user behavior.
- Collaborated with cross-functional teams, including designers and content creators, to ensure cohesive website design and content integration.
- Monitored website analytics and performance metrics, identifying areas for improvement and implementing off-page SEO techniques such as link building and social media engagement.
- Provided technical support and guidance to clients, assisting them with website maintenance, troubleshooting, and updates.

UI/UX GRAPHICS DESIGNER, Lahore

ERS Technologies, June 2018–December 2019

ERS Technologies (www.erstech.org) is a prominent software house based in Pakistan, specializing in providing leading-edge solutions in web design, web and mobile app development, blockchain technology, and custom software development. Following are my duties as a UI/UX Designer:

- Worked as a UI/UX designer, creating visually appealing and user-friendly UI designs for mobile applications.
- Utilized Adobe tools such as XD and Figma to design intuitive user interfaces and develop seamless user workflows.
- Conducted user research and analysis to inform the design process and ensure optimal user experiences.
- Designed social media posts and handled social media management for clients, ensuring cohesive branding and engaging content.
- Created logos that accurately represented the brand identity and values of various clients, employing creative and strategic approaches.
- Analyzed user feedback to identify areas of improvement within existing designs or new feature requests.

EDUCATION

MASTER OF SCIENCE (M.S.) IN CYBER SECURITY, Manchester

University of Salford, November 2023

BACHELOR OF SCIENCE (B.S.) IN INFORMATION TECHNOLOGY, Lahore

University of Education, May 2021

SKILLS

HTML5, CSS, JS, PHP Proficiency

WordPress

Elementor Pro

WP Bakery

Woocommerce

Magento

Shopify

WIX

Search Engine Optimization

Social Media Management

Social Media Marketing

Email Marketing

Google PPC

Adobe Photoshop

Adobe Illustrator

Adobe XD

Adobe Premiere Pro

Figma

Content Marketing

Database Management

API Integration

Debugging and Testing

UI and UX Prototyping

Responsive Design

Cross-Browser Compatibility

CERTIFICATIONS

- Certificate in Mobile App Designing - Bit Degree 2020
- Certificate in Search Engine Optimization (SEO) - DigiSkills 2019
- Certificate in Graphic Designing - DigiSkills 2019

REFERENCES

References available upon request