

Muhammad Umar Asghar

Website Designer | Digital Marketer | SEO Specialist | Trainer

📍 East Umm-ul-Hammam, Riyadh

☎ +966-56-815 8720 | ✉ umarasgharseo@gmail.com

🌐 www.mumarasghar.com | 🌐 <https://www.linkedin.com/in/umarasgharseo/>

Professional Summary

Strategic and creative **Website Designer and Digital Marketing Specialist** with over 9 years of experience building high-performance websites, executing SEO strategies, and managing social media campaigns. Proven ability to increase web traffic, boost lead generation, and enhance brand visibility. Currently based in Riyadh and open to Iqama transfer, hybrid, or remote roles. Passionate about delivering impactful digital solutions that drive business growth.

Core Skills

- **SEO & Analytics:** On-Page | Off-Page | Technical SEO | Local SEO | E-Commerce SEO | YouTube SEO | Google Analytics | Search Console | SEMrush | Ahrefs
- **Website Design:** WordPress | Elementor | WPBakery | Divi | Shopify | HTML/CSS | UI/UX | Responsive Design | Page Speed Optimization
- **Digital Marketing:** Social Media Strategy | Facebook/Instagram Ads | LinkedIn Marketing | Google Ads (Search, Display, Remarketing) | Email Marketing
- **Creative Tools:** Adobe Photoshop | Illustrator | Canva | Camtasia | Microsoft Clarity
- **Other Skills:** Freelancing | Affiliate Marketing | Branding | Training & Mentorship | Content Strategy | CMS Management

Work Experience

Digital Marketer (Part-Time)

Al Yacht Marketing Establishment (اليخت للتسويق) – Riyadh, Saudi Arabia

Apr 2025 – Present | Hybrid

- Redesigned and rebuilt the company website with modern UI/UX principles and mobile responsiveness.
- Led full branding suite (logo, brochure, company profile, and print design).
- Managed and optimized social media (Instagram, Facebook, LinkedIn) to increase engagement.
- Executed SEO strategies, technical audits, and backlink building to boost search rankings.
- Managed Google Ads campaigns and provided IT support across departments.

Social Media Marketing Specialist

CarePro – Riyadh, Saudi Arabia

Dec 2024 – Present

- Managed all social media accounts, created content calendars, and increased online visibility.
- Designed visuals, banners, and posts aligned with brand identity.
- Optimized website structure for SEO and improved overall user experience.
- Conducted analytics and reporting for performance evaluation.

Website Designer

Content Co – Riyadh, Saudi Arabia

Oct 2024 – Nov 2024

- Transformed Figma designs into fully functional WordPress websites.
- Ensured mobile-first, pixel-perfect layouts with cross-browser compatibility.
- Focused on UX and page speed optimization.

Digital Marketing & Web Specialist

IT Advice – Lahore, Pakistan

Oct 2022 – Sep 2024

- Built and managed over 300 SEO-friendly, responsive websites.
- Increased organic traffic by 55% and improved client lead generation.
- Led social media campaigns resulting in 20% audience growth.

Web Designer & Marketer

Cyberwing Pakistan – Lahore, Pakistan

Oct 2021 – Nov 2023

- Revamped websites to reduce page load time by 60%.
- Implemented marketing strategies that led to 30% sales increase.
- Delivered performance reports with insights using Google Analytics.

SEO & Social Media Specialist

Digital Media Trend – Lahore, Pakistan

Jun 2015 – Sep 2021

- Delivered successful SEO campaigns and improved search engine rankings.
- Developed content and media strategies across Facebook, LinkedIn, and Instagram.
- Reduced bounce rate and increased conversions through CRO techniques.

Training Experience

- Digital Marketing Trainer – International (Online) – 2018–Present
- Cyberwing Pakistan, Lahore – 2021–2023
- Corvit Systems, Faisalabad & Lahore – 2016–2021

Education

BS Computer Science – Lahore Leads University (2016–2020)

GPA: 2.46/4.0

Certifications

- SEO – Corvit Systems, Lahore (2016)
- Freelancing – PNY Trainings (2017)
- CCNA, CCNP, RHCSA – Corvit Systems (2015)
- HCNA & HCIP (Routing & Switching) – Huawei (Expired)

Languages

- English (Professional) | Arabic (Working) | Urdu & Punjabi (Native)