# Muhammad Umar Asghar

*Digital Marketer | Website Designer & Developer | SEO Specialist | Google Certified*

**Iqama Status:** Transferable  **|**  **Address:** East Umm-ul-Hammam, Riyadh, Saudi Arabia

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## Summary:

Results-driven **Digital Marketer, SEO Specialist, and Website Designer with over 9 years of experience** building high-performing websites, optimizing digital campaigns, and increasing online visibility.
Proven track record across diverse industries including Real Estate, IT, Hospitality, and Marketing in Saudi Arabia, Oman, Canada, and Pakistan.
**Certified in Google Ads Search and Google Analytics** with a strong command of WordPress, SEO tools, and social media strategy. Open to Remote, Hybrid, or On-site roles in Saudi Arabia.

## Skills:

**SEO & Analytics:** On-page SEO, Off-page SEO, Technical SEO, Local SEO, E-commerce SEO, YouTube SEO, Google Analytics, Google Search Console, SEMrush, Ahrefs

**Website Design & Development:** WordPress, Elementor, Divi, WPBakery, HTML, CSS, Shopify, UI/UX, Page Speed Optimization, Responsive Design

**Digital Marketing:**
Google Ads (Search, Display, Remarketing), Facebook Ads, Instagram Ads, LinkedIn Marketing, Email Marketing, Lead Generation

**Tools & Platforms:**
Adobe Photoshop, Canva, Microsoft Clarity, Camtasia, Trello, Figma, SEMrush, Ahrefs

**Additional Skills:**
IT Support, Branding, Content Strategy, Freelancing, Affiliate Marketing, CMS Management, Training & Mentorship

## Education

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

## Work Experience

**Digital Marketer**
**AI Yacht Marketing – Riyadh, Saudi Arabia** | *Apr 2025 – Present | (Freelance Part-Time)*

- Rebuilt the company website with modern UI/UX and mobile optimization
- Executed SEO strategies (technical audits, keyword research, backlink building), improving organic search visibility
- Created and managed Google Ads (Search, Display, Remarketing) campaigns with measurable ROI
- Designed marketing collateral: logos, brochures, and branding assets

- Managed social media platforms and increased engagement
- Provided IT support and ensured system performance across departments

### IT & Digital Marketing Executive
**CarePro – Riyadh, Saudi Arabia** | *Mar 2025 – Present | (Freelance Part-Time)*

- Designed responsive WordPress websites optimized for SEO and UX
- Performed on-page SEO and technical audits via Google Search Console
- Developed content for social media, improved visibility, and lead generation
- Delivered internal IT support, including system maintenance and troubleshooting

### Social Media Marketing Specialist
**CarePro – Riyadh, Saudi Arabia** | *Dec 2024 – Feb 2025 | Full-time*

- Managed Instagram, Facebook, and LinkedIn profiles with content calendars
- Designed graphics and posts aligned with brand identity
- Contributed to SEO improvements forthe  company website
- Monitored analytics to guide marketing strategy

### Website Designer & Developer
**Content Co – Riyadh, Saudi Arabia** | *Oct 2024 – Nov 2024*

- Developed pixel-perfect WordPress websites from Figma designs
- Ensured mobile responsiveness and fast loading times
- Used HTML, CSS, and JS to enhance visual fidelity

### Digital Marketing & Web Specialist
**IT Advice – Lahore, Pakistan** | *Oct 2022 – Sep 2024*

- Developed 300+ SEO-optimized websites across industries
- Increased client traffic by 55% through organic SEO strategies
- Led SMM campaigns, achieving 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.

**Portfolio of Websites & SEO Projects (2024–2025):**

| Company | Country | Industry | Services |
|---------|---------|----------|----------|
| elara.sa | Saudi Arabia | Real Estate | Website + SEO |
| domorapro.com | Saudi Arabia | Real Estate | Website + SEO |
| al-yacht.com | Saudi Arabia | Hospitality Equipment | Website + SEO + IT + SMM |
| care-pro.net | Saudi Arabia | Manpower Services | Website + SEO + IT + SMM |
| dstksa.com | Saudi Arabia | IT Services | Website + SEO + IT + SMM |
| contentco.sa | Saudi Arabia | Marketing | Website |
| amgadaldheeb.com | Saudi Arabia | Personal Branding | Website + SEO |
| marketing-tec.com | Oman | Marketing | Website + SEO |
| zahvian.com | Canada | IT & Cybersecurity | Website + SEO + SMM |

## Certifications

- Google Ads Search Certification – Google (2025)
- Google Analytics Certification – Google (2025)
- Creative Certification Exam – Google (2025)
- AI-Powered Shopping Ads Certification – Google (2025)
- Increase SEO Traffic with WordPress – Coursera (2024)
- SEO – Corvit Systems (2016)
- Freelancing – PNY Trainings (2017)
- HCIA in AI – Huawei (2020)
- HCNA Routing & Switching – Huawei (2018)
- HCIP Routing & Switching – Huawei (2018)
- CCNA, CCNP, RHCSA – Corvit Systems

## Languages

**English** – Professional | **Arabic** – Working Proficiency | **Urdu & Punjabi** – Native