



About Me

Muhammad Umar Asghar

I help businesses grow online through smart digital marketing, SEO, Google Ads, and high-performing websites. With **10 years** of experience , I have worked across **Saudi Arabia and Pakistan** , helping brands improve visibility, generate quality leads, and turn digital presence into real business results.

I have delivered **500+ websites** and digital marketing projects and specialize in **SEO, Google Ads, Meta Ads, WordPress Development, Content Strategy, Lead Generation, and Conversion Optimization** . As a **Google-certified digital marketing professional** , I focus on practical strategies, creative execution, and measurable growth for businesses in real estate, hospitality, manpower, IT, and professional services



Mission:

To provide personalized, high-performance digital marketing solutions and training that help businesses grow sustainably in the digital landscape.

Vision:

To become a leading personal brand in digital marketing and web development, delivering measurable impact for businesses globally.

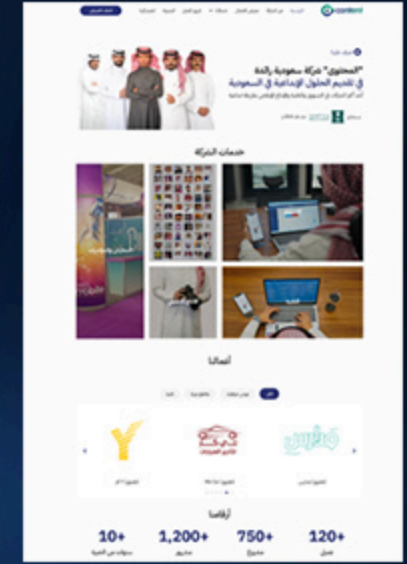
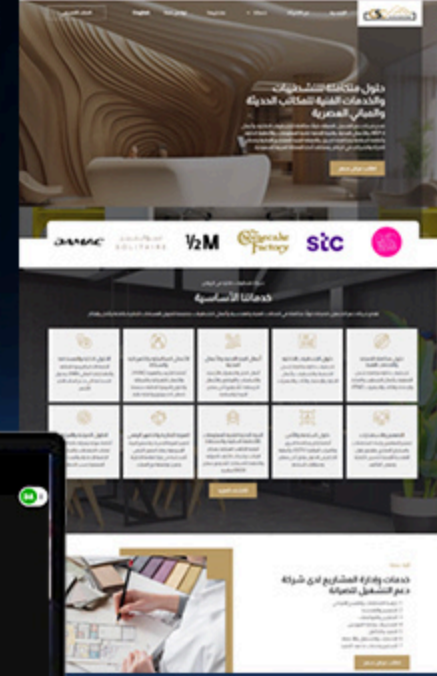
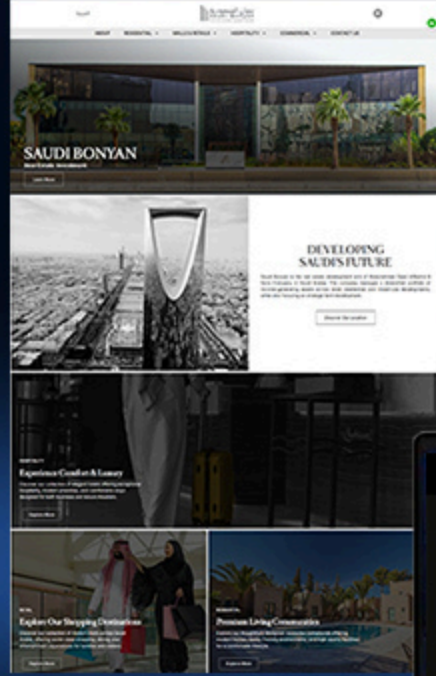


My Services

Website Design & Development

- Custom WordPress Website
- Zid & Salla Stores
- E-Commerce Store Development
- WooCommerce & Shopify Solutions
- UI/UX Design & Website Layouts
- Landing Page Design
- Website Redesigning
- Mobile-Responsive Website Design
- SEO-Friendly Website Structure
- Website Speed Optimization
- Security Setup & Maintenance
- CMS Management & Training
- Ongoing Website Support



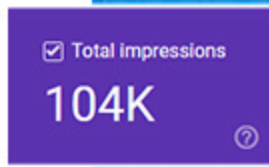
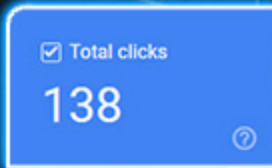
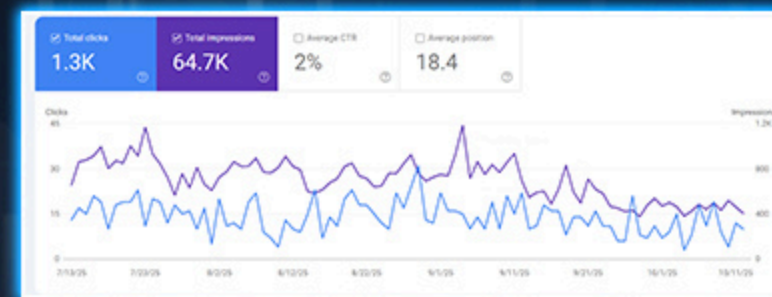
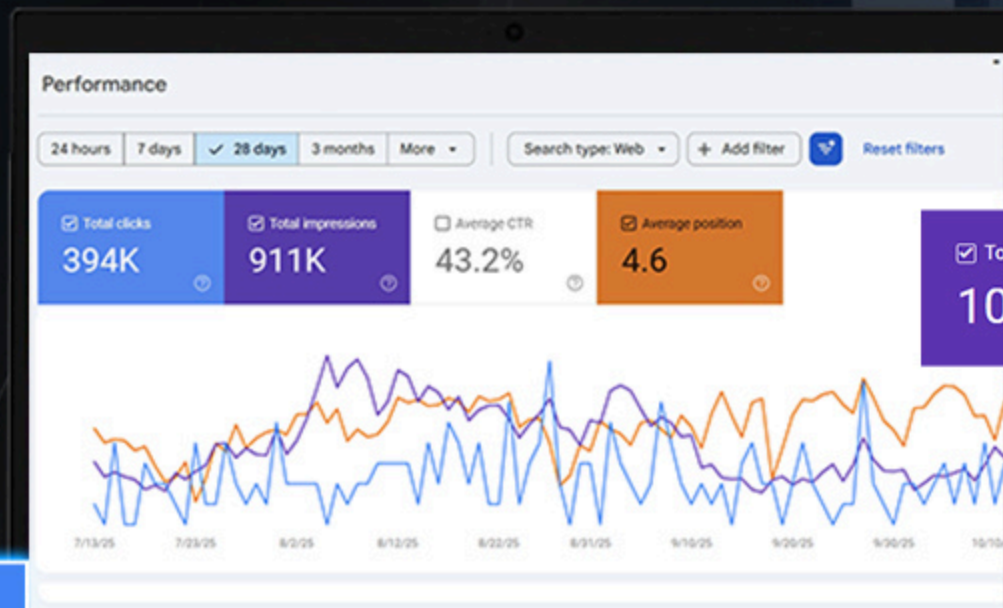


SEO – Search Engine Optimization

- Keyword Research & Search Intent Strategy
- On-Page SEO & Content Optimization
- Technical SEO & Website Health Audits
- AEO – Answer Engine Optimization
- GEO – Generative Engine Optimization
- AI Search & LLM Visibility Optimization
- Semantic SEO & Topical Authority Building
- Schema Markup & Rich Results Optimization
- Local SEO & Google Business Profile SEO
- E-Commerce SEO Optimization
- Core Web Vitals & Page Speed SEO
- Google Search Console & Analytics Reporting



SEO – Search Engine Optimization



Performance Marketing & Digital Advertising

- Performance Marketing
- Google Ads & Meta Ads
- TikTok, Snapchat & LinkedIn Ads
- Conversion Tracking & Pixel Setup
- GA4 & Google Tag Manager
- Retargeting & Funnel Optimization
- Lead Generation Campaigns
- CRO & Landing Page Optimization
- ROI Reporting & Campaign Scaling



Digital Marketing & Advertising

Over the past **10 years**, I have successfully managed and optimized digital advertising campaigns across multiple platforms, helping businesses achieve measurable growth, stronger visibility, and better lead quality.

Total Ad Spend Managed



\$700,000+



\$2,500,000+



\$40,000+



\$200,000+



\$100,000+

Through data-driven strategies, precise audience targeting, and continuous campaign optimization, I have helped brands improve ROI, generate quality leads, and build stronger online visibility across **Saudi Arabia, USA, Pakistan, UK, and UAE.**

Creative & Branding Services

- Social Media Creative Design
- Brand Identity Design
- Ad Creative & Campaign Visuals
- Company Profile & Pitch Deck Design
- Brochures, Flyers & Business Cards
- Packaging & Print Media Design
- Product Photography Direction
- Video Editing & Reels Creatives



Social Media Portfolio



Social Media Portfolio



Social Media Portfolio



Branding Portfolio



#ba9b67

#3a3734

#e2d1a6



Aa
Almarai
English Font
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Aa
Almarai
Arabic Font
ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط
ظ ع ف ق ك ل م ن ه و ي



YOUR SAFETY, OUR PRIORITY
سلامتنا أولويتنا

All Visitor and Contractor must report to Site Supervisor
يجب على جميع الزوار والمقاولين إبلاغ مشرف الموقع

Sorry for inconvenience, construction work in progress.
نأسف لإزعاجكم، أعمال البناء قيد التنفيذ

- Unauthorized entry to this site is strictly prohibited
ممنوع دخول الموقع لمن غير المصرح لهم إلى الموقع
- A safety helmet must be worn
يجب ارتداء خوذة السلامة
- High visibility jackets must be worn
يجب ارتداء سترات عالية الوضوح
- Protective Footwear must be worn
يجب ارتداء أحذية السلامة
- Report any accidents or near misses immediately
يطلب الإبلاغ فوراً عن أي حوادث أو شبه حوادث
- Strictly No Smoking
يمنع التدخين منعاً تاماً

All visitors & subcontractors must comply with the site safety standards.
يجب على جميع الزوار والمقاولين الالتزام بمعايير سلامة الموقع

+966 50 265 7237
info@osc.com.sa
www.osc.com.sa
As Sulimaniyah, Riyadh 12241

Company Profile Portfolio



Company Profile Portfolio



Photography & Videography **Services**

I have worked on different photography and videography projects for brands, real estate companies, events, and businesses in Pakistan and Saudi Arabia. My focus is to create clean, professional, and story-driven visuals that help brands present their products, services, and identity with confidence.

My Services Include

- Corporate & Branding Shoots
- Product Photography & Videography
- Real Estate Photography
- Event Photography & Video Coverage
- Social Media Reels & Short Videos
- Video Editing & Post-Production
- Creative Direction for Shoots
- Social Media Content Creation



Trainings & Mentorship



With 10 years of hands-on experience in Digital Marketing, SEO, Website Design, and WordPress Development, I have trained **5000+ students worldwide**. My mentorship style is practical, simple, and project-based, helping learners build real skills, gain confidence, and grow in the digital world

Mentorship Programs:

One-on-One Mentorship.
Group Trainings & Workshops.
Project-Based Learning.

Training Portfolio

2018 – Present

Private Online SEO & Digital Marketing Trainer

2021 – 2023

Cyberwing Pakistan, Lahore

2019 – 2021

Corvit Systems, Faisalabad

2016 – 2019

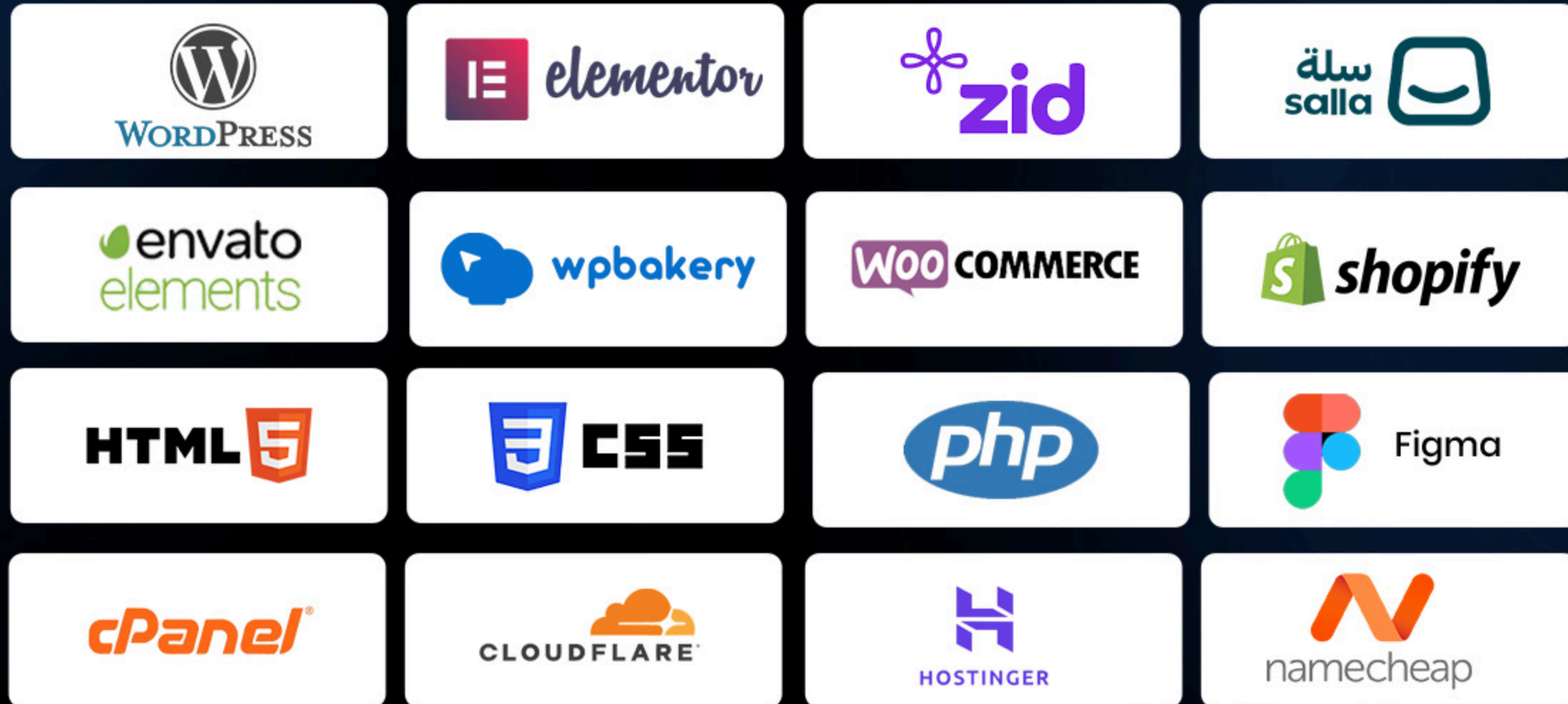
Corvit Systems, Lahore

Tools & Technologies I Use

SEO, AEO & GEO Tools



Website Design & Development Tools



Design & Video Editing Tools



Adobe
Photoshop



Adobe
Illustrator



Adobe
After
Effects



Adobe
Premiere
Pro



Lightroom



Canva



CapCut



Camtasia

Marketing, Analytics & CRM Tools

 Meta

 Google Ads

 LinkedIn Advertising

 TikTok Ads

 X Ads

 mailchimp

 Brevo

 GetResponse

 Apollo.io

 SignalHire

 HighLevel

 ClickUp

 monday.com

 Google Sheets

 Google Docs

 Microsoft Teams

 slack

 zoom

 bitly

 Clarity
by Microsoft

 tawk.to

 Microsoft 365

Global Reach & Experience

Over the past decade, I have worked with **100+ clients** across multiple regions, helping businesses grow through digital marketing, SEO, website development, and creative solutions. My work includes projects delivered in **Pakistan, Saudi Arabia, UAE, UK, USA, Canada, Oman, and Denmark.**



Pakistan



Saudi Arabia



UAE



UK



USA



Canada



Oman



Denmark

My Clients & Global Experience



My Clients & Global Experience



My Clients & Global Experience



My Clients & Global Experience

HA CAR IMPORTORS



My Clients & Global Experience



Awards & Certifications



Google Ads
Search Certified



Google Analytics
Certification



Shopping Ads
Certification



Creative Exam
Certification



Grow Offline
Sales Certification



Google Ads
Video Certification



HCIA - AI
Certification



HCIP Routing
& Switching
Certification

Why Choose Me?

- » 10+ Years of Overall Experience in Digital Marketing, SEO & Website Development
- » 2+ Years of Professional Experience Serving the Saudi Arabian Market
- » Google Certified Professional in Google Ads & Analytics
- » Successfully Designed 500+ Websites.
- » Expert in SEO, Google Ads, Lead Generation & Conversion Optimization
- » Designed & Developed High-Converting WordPress & Shopify Websites
- » Specialized in Local SEO, Technical SEO, E-Commerce SEO & AI Search Optimization
- » Hands-On Experience with Marketing & Website Tools
- » Helping Businesses Increase Rankings, Traffic, Leads & Revenue
- » Portfolio Experience Across Saudi Arabia, Oman, Canada & Pakistan
- » Available for Freelance, Remote, Hybrid & On-Site Projects Across Saudi Arabia



Let's Work **Together** to **Grow Your Business!**

 +966-56-8158720

 contact@mumarasghar.com  www.MUmarAsghar.com

FOLLOW ME

 [@umarasghardm](https://www.facebook.com/umarasghardm)  [@umarasghardm](https://www.instagram.com/umarasghardm)  [@umarasghardm](https://www.linkedin.com/company/umarasghardm)