

Zafir Ahmed

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👤 Summary

Experienced digital marketing specialist and Web developer with knowledge of HTML, CSS, JavaScript and WordPress. Excited to contribute to designing and creating outstanding websites and providing excellent support. Ready to grow and excel in a dynamic environment.

📁 Professional Experience

Freelance

Web Developer ☑

01/2024 – present

Isle of Wight,
United Kingdom

Projects:

Virtual Dancers Clinic Website (WordPress): ☑

- Developed a custom WordPress website tailored for a virtual clinic serving the unique needs of dancers.
- Collaborated closely with the client to ensure the design reflected their brand identity and vision.
- Ensured seamless functionality and user experience throughout the website.

Consultant Orthopaedic Knee and Hip Surgeon Website

(HTML/CSS/JavaScript): ☑

- Designed and constructed a professional website from scratch, highlighting the expertise and services of a Consultant Orthopaedic Knee and Hip Surgeon.
- Ensured optimal performance and responsiveness.

Achievements:

Successfully delivered customized web solutions meeting the unique requirements of each client.

Received positive feedback for delivering high-quality work within agreed timelines and budget constraints.

INFINITY Flight Horizons

Social Media Marketing Expert (part time) ☑

10/2023 – 12/2023

Wyoming, USA

- Provided website redesign recommendations to enhance user experience. ☑
- Developed and executed social media strategies, enhancing brand visibility.
- Collaborated with the marketing team to align efforts and improve effectiveness.

Reach Up

Digital Marketing Specialist (Freelance)

06/2023 – 10/2023

Cairo, Egypt

- Conducted market research to optimize digital marketing strategies.
- Created visually appealing content to enhance engagement and brand awareness.

- Analyzed website UI/UX to identify areas for improvement and implemented modern designs.

Leno Gulf Commodities F.Z.C

IT Manager ☑

- Designed and promoted a website for the ERP system built specifically for Agro-commodities trading companies. ☑
- Supervised the implementation and maintenance of computer systems, ensuring smooth operation within specified requirements and timelines.
- Ensured data security, network access, and backup system integrity.
- Provided training on ERP systems for employees, contributing to increased productivity and system utilization.
- Contributed to digital marketing efforts, designing presentations and supporting social media initiatives.

02/2023 - 05/2023

Khartoum, Sudan

Goni International

Marketing Manager ☑

- Led successful marketing campaigns, increasing brand awareness by 20%.
- Conducted market research to identify customer needs and trends.
- Responded to customer inquiries via email and phone calls, providing quotations and confirming payments.
- Created and managed the main company website & the Engineering division website, and achieved driving traffic up to 30% monthly.

08/2022 - 02/2023

Khartoum, Sudan

Rikaz For Advanced Business

E-Marketing Executive and Web Developer ☑

Website Development and Management:

- Developed and maintained company websites using HTML5, CSS, JavaScript, PHP and WordPress, including plugin management (Elementor Pro).

IT Administration and Support:

- Managed local network, internet connectivity, laptops and desktops, printers, mobile devices, cloud storage, backups, and local databases.
- Made informed decisions regarding IT procurement to meet office needs.

Internal Managerial Tasks:

- Supported efficient functioning of the team through various internal managerial duties.

Marketing Platform Management:

- Carried out targeted bulk email marketing campaigns, which increased engagement and sales by 40% (using a third-party, MailChimp).
- Successfully optimized the company's website through on-page and technical SEO techniques, leading to improved rankings on Google and Bing search engines.

05/2021 - 08/2022

Khartoum, Sudan

Endoscopy & Endotherapy Department At Ibn Alhaitham Diagnostic Department

IT Specialist

- Provided technical support for the endotherapy unit, ensuring smooth operation of computers and printers.
- Conducted upgrades and maintenance on both software and hardware.
- Resolved technical issues promptly to minimize downtime and enhance efficiency.
- Collaborated with team members to implement IT solutions that improved workflow.

03/2021 - 04/2023

Khartoum, Sudan

Education

Bsc in Computer Science
The Future University [↗](#)

11/2016 - 02/2021
Khartoum, Sudan

Skills

Front-end Web Developing - Ability to create visually appealing and responsive website designs (using HTML5, CSS, JavaScript & PHP) that enhance user experience.

CMS - WordPress website development, customisation, and troubleshooting. Identifying and resolving technical issues and bugs related to WordPress.

Email Marketing - Skilled in designing email templates, and campaigns, and analysing performance metrics using automation tools like MailChimp.

Adobe Creative Suite & Canva - Proficient in using Photoshop and Illustrator to create visually appealing designs for both print and digital media.

SEO - Proficient in optimising websites, conducting keyword research, and improving organic search rankings.

Microsoft Office Suite - Skilled in Microsoft Office Suite (Word, Excel, and PowerPoint) for professional document creation, data organisation, and impactful presentation delivery.

Soft Skills - • Great team collaborator & Communicator | • Results Oriented | • Proactive attitude to | day-to-day tasks. | • Excellent written and verbal communication skills. | • Flexibility & Adaptability.

Languages

Arabic • English

Portfolio

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