



## DIGITAL MEDIA SPECIALIST

## EDUCATION

### HIGH SCHOOL DIPLOMA

Jinnah Collage – Karachi, Pakistan  
1998 – 2000

### ASSOCIATE OF SCIENCE | COMPUTER SCIENCE

National Cambridge School – North Karachi, Pakistan  
1996 – 1998

## CONTACT

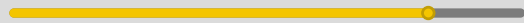
✉ iemotions@live.com

☎ +971 50 20 800 49

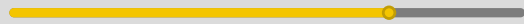
🌐 [linkedin.com/in/muhammad-naeem-49111650](https://www.linkedin.com/in/muhammad-naeem-49111650)

## EXPERTISE

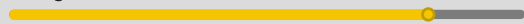
Social media ads



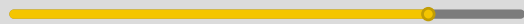
Google SEO



Google Ads



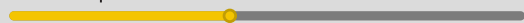
E-commerce & WordPress Theme



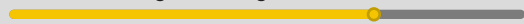
Bootstrap & HTML5



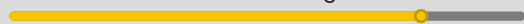
JavaScript



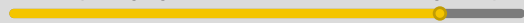
Video shooting & editing



Social media accounts management



Develop engage, creative content for regularly



# MUHAMMAD NAEEM

With over 16 years of outstanding experience in digital marketing and design in Dubai, UAE, I have developed a strong expertise in the field. My career spans 12 years in UAE and 4 years in KSA, managing top digital campaigns for prestigious brands like Volkswagen, DWC, Kizad, Wonder Bus, and Music World Cup.

Adept at working both independently and in teams, I excel in delivering creative and effective digital solutions. My extensive knowledge in web development and design, along with my intermediate Google SEO skills and experience handling WordPress sites and themes, makes me a valuable asset.

While I may not have a bachelor's degree, my hands-on experience and proven track record in delivering successful digital campaigns speak for themselves. I am eager to contribute to a forward-thinking company that values expertise and innovation in digital marketing.

## WORK EXPERIENCE

### AS A SOCIAL MEDIA & WEBSITE MANAGER

One Stop Business Center, Dubai | Nov 2021 – Current

I managed the overall operations of our e-commerce platform, ensuring it remained functional, user-friendly, and optimized for donor engagement and revenue growth. My role involved developing strategies to increase online donations, collaborating on content, optimizing for SEO and SEM, and improving user experience while maintaining security and compliance.

- Oversee daily platform management to ensure functionality, usability & engagement.
- Develop & execute strategies to increase online donations and revenue.
- Collaborate with content creators to keep website content fresh & aligned with brand voice.
- Optimize website for SEO and manage SEM campaigns to enhance visibility.
- Improve user experience through testing, design enhancements & accessibility optimization.
- Monitor website performance & provide data-driven insights for continuous improvement.
- Manage third-party integrations with payment gateways, CRM systems & marketing tools.
- Ensure security, compliance & protection of donor data.

### AS A SENIOR WEB & GRAPHICS DESIGNER

CommFirm | Profound Group | Dubai – Aug 2012 – Sep 2012

Translate the customer's thoughts into a visually appealing design. Also responsible for turning that design into a functional site and uploading it to a web server.

- Creating a suitable color scheme or incorporating the client's color scheme into the design
- Designing engaging and responsive landing pages
- Creating mock-ups of the site for the client's approval
- Updating and maintaining the e-commerce sites
- Creating backups of web servers, files, and the website database
- Bootstrap, HTML5, CSS, jQuery, JavaScript, Photoshop, Illustrator, InDesign

### Major clients handled

DWC | Volkswagen | Music World Cup | Eataly | Wonder Bus Tours

### AS A WEBSITE FRONT-END DESIGNER

Sum Technologies – Dubai | Sep 2006 – Dec 2012

As a web designer creating amazing user experiences with an eye catchy, clean and artful web design. I also have superior user interface design skills.

- Solid experience in creating wireframes, storyboards, user flows, process flows and site maps
- Proficiency in Photoshop, Illustrator or other visual design and wire-framing tools
- Proficiency in HTML, CSS and JavaScript for rapid prototyping
- Ability to solve problems creatively and effectively with HTML, CSS, jQuery, JavaScript, Photoshop and Illustrator

## PERSONAL INFORMATION

Name: Muhammad Naeem

Birthday: 11 April 1980

Relationship: Married

Born: Pakistan

Language: English, Urdu