



Muhammad Mujeeb

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ABOUT ME

Results-driven IT & eCommerce Specialist with 6+ years of experience in **website management, SEO, Digital Marketing, and IT systems administration**. Skilled in managing and optimizing **eCommerce platforms**, ensuring accurate product listings, datasheets, and pricing, while applying **SEO best practices** to improve search visibility. Proficient in troubleshooting hardware/software issues, configuring networks, and maintaining hosting environments (**cPanel, FTP, domain management**). Experienced in **WordPress management**, performance optimization, and ensuring secure, high-performing websites to support business growth.

CREATIVE WORKS

Key Achievements

- **Designed and developed responsive, SEO-optimized websites** for UAE-based real estate and transport companies using **WordPress and React.js**, ensuring smooth user experience across devices.
- **Generated high-quality leads for off-plan real estate projects** through **targeted Google Ads and Meta Ads campaigns**, boosting lead conversion rates.
- **Enhanced website visibility and performance** through **technical SEO audits, keyword optimization, and GA4 tracking**, improving organic traffic and search rankings.
- **Managed IT infrastructure**, including **cPanel, FTP configuration, and professional email setup**, supporting seamless business operations.
- **Customized WooCommerce stores** to align with business objectives, improving **user experience, sales performance, and customer engagement**.

Links <https://houseandhedges.ae> | <https://apilproperties.com>

WORK EXPERIENCE

KEMPSTON CONTROLS – DUBAI, UNITED ARAB EMIRATES IT & DIGITAL MARKETING EXPERT – ECOMMERCE & INDUSTRIAL PRODUCTS – 01/07/2025 – CURRENT

- Managed **Kempston Controls eCommerce site**, ensuring accurate product data, pricing, and specifications.
- Optimized **industrial product catalogs** with SEO-friendly descriptions and metadata.
- Designed **banners, brochures, datasheets**, and other marketing creatives for campaigns.
- Created engaging **social media content** to showcase products and promotions.
- Improved **SEO** and boosted product page visibility in search results.
- Handled **site backend**, including updates, backups, and security checks.
- Provided **IT support** for networking, emails, and digital infrastructure.
- Managed **domain, hosting, and cPanel** for smooth eCommerce operations.
- Ensured **site performance and speed** through regular maintenance.

HOUSE & HEDGES – DUBAI, UNITED ARAB EMIRATES WEB DEVELOPER | IT | DIGITAL MARKETING EXPERT – 01/06/2024 – 20/06/2025

- Provided IT support, troubleshooting **hardware, software, and network** issues for end-users.
- Executed performance-driven **Meta Ads** for client campaigns, boosting inbound leads and strengthening brand reach across digital channels.
- Managed and maintained **company websites**, ensuring accurate product listings, datasheets, and pricing.
- Implemented **technical SEO** improvements and monitored site performance to enhance search visibility.
- Administered hosting environments (**cPanel, FTP, and domain management**) and performed regular backups and security checks.
- Optimized website performance for faster load times and better user experience.

APIL PROPERTIES – DUBAI, UNITED ARAB EMIRATES

- Planned, managed, and optimized Meta and social media ad campaigns, **driving high-quality lead generation** and brand visibility.
- Managed and maintained **Real Estate website** content, product listings, and datasheets and brochures for accuracy and consistency.
- Installed, configured, and maintained **software, drivers, and system updates** for enhanced performance and security.
- Monitored and improved website visibility through **SEO tools, technical audits, and keyword optimization**.
- Managed **FTP, cPanel, and hosting environments**, ensuring smooth connectivity, backups, and security compliance.
- Implemented and monitored analytics platforms (**Google Analytics, Search Console**) to track website performance.
- Collaborated across departments to align **IT infrastructure** with business objectives and operational needs.

 **THE ALL SAFE** – LUCKNOW, INDIA

MOBILE APPLICATION DEVELOPER – 06/06/2021 – 01/09/2022

- Developed mobile apps using Flutter and React Native for Android and iOS platforms worldwide.
- Implemented **backend/frontend** integration and automated testing pipelines.
- Improved **app delivery** timelines by optimizing workflows.
- **Enhanced** app performance with code refactoring and modular designs.
- Managed and maintained **eCommerce website** content, ensuring accurate product data, datasheets, and pricing.
- Provided **IT support**, resolving hardware, software, and network issues for uninterrupted business operations.

 **NOWGRAY** – LUCKNOW, INDIA

FRONTEND DEVELOPER – 01/03/2019 – 01/05/2021

- Managed domain and hosting operations while building **responsive, user-friendly websites** using WordPress, HTML, CSS, and JavaScript.
- Created **SEO-optimized HTML email templates** to drive engagement and boost click-through rates (CTR).
- Collaborated closely with UI/UX designers to deliver **visually appealing, accessible, and conversion-focused interfaces**.
- Resolved complex technical challenges with **innovative, efficient coding solutions** to enhance project delivery.

● **SKILLS**

Detail Oriented | Communication and Interpersonal Skills | Time Management | Problem Solving | Goal Oriented

● **EDUCATION AND TRAINING**

01/05/2015 – 01/06/2018 Lucknow, India
BACHELOR OF ART Lucknow University

● **LANGUAGE SKILLS**

Mother tongue(s): **URDU | HINDI**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	B2	B2	B2	B2	B2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

● **EXPERTISE**

Web Development

Full Stack Development | Responsive Web Design | HTML5 / CSS3 / JavaScript | React.js | jQuery | Bootstrap

CMS & eCommerce

WordPress Development | WooCommerce Customization | Theme & Plugin Management | CRM Integration

Digital Marketing & SEO

On-page & Technical SEO | Google Search Console | Google Analytics (GA4) | Google Ads | Meta Ads (Facebook & Instagram) | Email Marketing Campaigns | CRO | Ahrefs | SEMrush | Keyword Research

Version Control & Deployment

Git | GitHub | GitLab | CI/CD Pipelines

IT & Infrastructure

IT Systems Troubleshooting | Hosting Management | CPanel | FTP

Project Tools

Trello | Jira | Slack | Photoshop | Canva