



Muhammad Mujeeb

Web Developer & Digital Marketing Expert

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- 66 Building, Flat No. 9, 3rd Floor, Dubai, UAE
- Own Employment Visa

PROFESSIONAL SUMMARY

Web Developer and Digital Marketing Specialist with 6+ years of experience building responsive, high-performing websites and executing data-driven digital marketing strategies. Strong expertise in WordPress development, content management, paid advertising, analytics, and website optimization. Proven ability to support business growth through effective web solutions, lead generation campaigns, and continuous website improvement. Experienced in working with SEO, performance optimization, end-to-end website delivery.

EXPERIENCE

Web Developer & Digital Marketing Specialist

06/2024 - Present

House & Hedges – Dubai, UAE ↗

- Develop, manage, and maintain business websites using WordPress, ensuring responsive design, accurate content, and consistent branding.
- Plan and execute digital marketing campaigns using Meta Ads and Google Ads to support lead generation and business growth objectives.
- Design and create official flyers, marketing creatives, and property announcement posts for both commercial and residential projects.
- Manage and share commercial and residential property data with internal teams and real estate agents to support sales operations.
- Optimize website structure, on-page content, and performance to improve user experience, engagement, and online visibility.
- Monitor and analyze website and campaign performance using Google Analytics 4 (GA4) and Google Search Console.
- Perform technical SEO and on-page optimization as part of ongoing website and content improvements.
- Manage Bitrix24 CRM, including lead tracking, data organization, and coordination with sales agents.
- Support RERA examination preparation and compliance processes for real estate agents.
- Handle website hosting, security updates, backups, and general IT-related technical support tasks.

Web Developer | Digital Marketing Specialist

09/2022 - 05/2024

APIL Properties – Dubai, UAE ↗

- Managed and updated real estate websites with accurate property listings, brochures, and pricing.
- Executed Meta Ads campaigns to drive traffic and generate qualified leads.
- Utilized Bitrix24 CRM to manage leads, track customer interactions, and support sales pipeline activities.
- Applied on-page SEO best practices during content updates and publishing.
- Monitored website and campaign performance using analytics and reporting tools.
- Supported website maintenance, hosting coordination, and system updates.

Mobile Application Developer

06/2021 - 09/2022

The All Safe – Lucknow, India ↗

- Developed and maintained mobile applications using Flutter and React Native for Android and iOS platforms.
- Implemented responsive UI components and ensured smooth user experience across devices.
- Integrated APIs and managed app functionality, performance, and stability.
- Tested, debugged, and optimized mobile applications to improve reliability and performance.

Frontend Web Developer
Nowgray – Lucknow, India

03/2019 - 05/2021

- Built responsive websites using HTML, CSS, JavaScript, React.js, Bootstrap and WordPress.
- Collaborated with designers to implement user-friendly interfaces.
- Optimized website pages for performance and usability.
- Managed hosting coordination and website deployments.

KEY SKILLS

Web Development: WordPress, HTML5, CSS3, JavaScript, React, PHP, MySQL, Responsive Design

Digital Marketing: SEO, Meta Ads, Google Ads, Lead Generation, Content Optimization Analytics &

Tools: Google Analytics 4, Google Search Console, CRM (Bitrix24), cPanel, FTP

Design & Collaboration: Canva, Photoshop, UX/UI, Trello, Jira, Slack

Dev Tools: Git, GitHub, GitLab, CI/CD Pipelines

CREATIVE ACHIEVEMENTS

- Built and optimized **high-impact real estate websites**
- Generated **qualified leads** through paid digital campaigns
- Improved **SEO visibility and organic traffic**
- Streamlined **lead management using Bitrix24 CRM**
- Maintained **fast, secure, and reliable websites**

COMPLETED PROJECTS WEB & MOBILE APP

- CA-OMS – Business management platform
- DigitalSnug – Digital services website
- NowGray – Corporate web solution
- Construction Compa – Construction App
- Molly Maid – Service-based website
- Attari Furniture – Product showcase site
- The All Safe – Web app
- APIL Properties – Real estate platform
- Millat App – Mobile application
- Talking vCard – Digital business card
- Topo Maps – Mapping application
- House & Hedges – Real estate platform

EDUCATION

Lucknow University - Bachelor of Arts

03/2015 - 04/2018

CERTIFICATES

Certified Digital Marketing (CDM)
Udemy Institute

02/2022 - 08/2022

LANGUAGES

English

Fluent

Hindi, Urdu

Native

REFERENCES

Available upon request