

# ABDUL SAMAD

DIGITAL MARKETING SPECIALIST (SEO + PAID ADS) | WEB DEVELOPER

Dubai | [abdulsamadmahsud@gmail.com](mailto:abdulsamadmahsud@gmail.com) | +971554893450 | Fiverr: @samarkhoon |  
Portfolio: [samadseo.com](http://samadseo.com) | GitHub: [github.com/samad328](https://github.com/samad328) |



## Education:

### Bachelor of Science in Computer Science (2018 – 2022)

Qurtuba University of Science & Information Technology D I Khan, Pakistan.

## Skills & Abilities

### Digital Marketing Skills:

- SEO (On-page, Technical, Local SEO)
- Google Ads (Search, Display, Performance Max)
- Meta Ads (Facebook & Instagram Lead Generation)
- TikTok Marketing (Ads & Content Strategy)
- LinkedIn Marketing (B2B Lead Generation)
- Keyword Research & Competitor Analysis
- Conversion Rate Optimization (CRO)
- Google Analytics 4 (GA4)
- Google Tag Manager (GTM)
- Google Business Profile Optimization

### Languages I speak:

- English, Urdu, Hindi and Arabic (Read Only)

**Visa Status:** Own Visa (With NOC)

### Web Development Skills:

- Custom Website Development (HTML5, CSS3, JavaScript)
- WordPress, Shopify, Webflow, Wix, Framer
- Advanced animations using GSAP
- 3D web experiences using Three.js & WebGL
- Interactive UI and micro-interactions
- Smooth page transitions using Barba.js
- Performance optimization & Core Web Vitals improvement
- Responsive and SEO-friendly website architecture
- Custom-coded landing pages for marketing campaigns
- Website speed optimization
- API integration using Axios
- Version control using Git & GitHub

### Design & Creative Tools:

- Figma, Adobe Photoshop, Illustrator, Adobe XD\_\_\_\_\_

## Experience

### Marketing Coordinator

2025- Present

- **Tech stack:** WordPress, Local SEO, Meta Ads, Google Ads, Content Writing, Video Shoot, Video Edit, Photoshop
- Built and launched company website using WordPress.
- Planned and executed SEO strategy targeting **Chinese Car Dealer Dubai keywords** in UAE market.
- Generated 30+ qualified leads per day through Meta Ads campaigns.
- Increased overall sales by 30% through optimized marketing funnels.
- Achieved 70% ROI across Google Ads and Meta Ads campaigns.
- Optimized Google Business Profile to improve local search visibility.
- Created SEO-optimized landing pages to increase conversions.
- Produced marketing videos and ad creatives for paid campaigns.
- Implemented technical SEO improvements to improve rankings.
- Managed paid advertising campaigns end-to-end.

### Arion Motors LLC

Dubai (UAE)

### Web Developer / SEO Specialist / Google Ads Expert

2024 – 2025

- **Tech stack:** Shopify, SEO, Google Ads, Local SEO, Meta Ads, Prime-Pro, WordPress, SEMrush, Article Writing, Figma, Photoshop
- Developed and optimized Shopify and WordPress websites.
- Implemented SEO strategies to improve organic search rankings.
- Conducted keyword research and competitor analysis.
- Improved website speed resulting in 30% faster load time.
- Executed on-page and technical SEO improvements.
- Managed Google Ads campaigns to increase traffic and sales.
- Performed link-building and off-page SEO strategies.
- Optimized website structure for better user experience and conversions.
- Collaborated with the marketing team to improve online visibility.

### Delta Medical LLC

AbuDhabi (UAE)

### Freelancer

2022 – 2024

- **Tech stack:** WordPress, Shopify, Webflow, GSAP, Barba.js, Article Writing, SEO, Figma, Website Optimization, SEO, Meta Ads
- Created portfolio and business websites for international clients.
- Develop custom websites using WordPress, Webflow, and Shopify.
- Built animation-rich websites using GSAP, Three.js, and modern JavaScript libraries.
- Created high-converting landing pages for marketing campaigns.

### Fiverr | Upwork