

ABDUL SAMAD

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



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Portfolio: samadseo.com | GitHub: github.com/samad328 |

Education:

Bachelor of Science in Computer Science (2018 – 2022)

Qurtuba University D I Khan, Pakistan.

What I Can Do for You:

- **Not showing on Google?** I'll fix it through On-Page, Technical, & Local SEO.
- **Missing local customers?** I'll optimize your Google Business Profile to dominate local search.
- **Ads wasting budget?** I'll rebuild your Meta & Google Ads to generate qualified leads daily.
- **Competitors outranking you?** Full keyword & competitor analysis with a clear action plan.
- **Need a website? I'll build it** - WordPress, Webflow, Framer, Wix or fully custom coded.
- **No time to manage both dev & marketing?** I do both — no agency, no middleman, just results.
- **Got no content?** I'll shoot and edit professional marketing videos and social media creatives ready to run as paid ads - no production agency needed.

Skills & Abilities

Digital Marketing Skills:

- SEO (On-page, Technical, Local SEO)
- Google Ads (Search, Display, Performance Max)
- Meta Ads (Facebook & Instagram Lead Generation)
- Keyword Research & Competitor Analysis
- 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
- Performance optimization & Core Web Vitals improvement
- Responsive and SEO-friendly website architecture
- Custom-coded landing pages for marketing campaigns
- Version control using Git & GitHub

Design & Creative Tools:

- Figma, Adobe Photoshop, Illustrator, Adobe XD_____

Experience

Marketing Coordinator

2025- 2026

Arion Motors LLC

Dubai (UAE)

- **Tech stack:** WordPress, Local SEO, Meta Ads, Google Ads, Content Writing, Video Shoot, Video Edit, Photoshop
- Built and launched company website using WordPress, optimized for SEO and lead generation from day one.
- Developed and owned the full digital marketing strategy targeting high-intent keywords like "Chinese Car Dealer Dubai" in the UAE.
- Managed AED 8,000-10,000/month Meta Ads budget generating 30+ qualified leads daily at an average CPL of AED 35.
- Managed AED 3,500/month Google Search & Display campaigns generating 20+ leads/month at 7% conversion rate.
- Achieved 70% ROI on Meta Ads and 45% ROI on Google Ads through continuous campaign optimization and funnel refinement.
- Increased overall sales by 30% through optimized marketing funnels across paid and organic channels.
- Optimized Google Business Profile resulting in significantly improved local search visibility across UAE.
- Implemented technical SEO improvements targeting competitive automotive keywords in the UAE market.
- Produced marketing videos and ad creatives for Meta and Google paid campaigns.

Web Developer / SEO Specialist / Google Ads Expert

2024 – 2025

Delta Medical LLC

AbuDhabi (UAE)

- **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 focused on speed, UX, and conversion.
- Managed AED 3,000/month Google Search & Display campaigns — 25+ leads/month at AED 110 CPL with improving quality scores.
- Conducted keyword research and competitor analysis to identify ranking and growth opportunities.
- Improved website speed by 30% through performance optimization and Core Web Vitals fixes.
- Executed on-page and technical SEO to improve rankings in the competitive medical sector.
- Optimized website structure for better user experience and conversions.
- Collaborated with the marketing team to improve online visibility.

Freelancer

Fiverr | Upwork

- **Tech stack:** WordPress, Shopify, Webflow, GSAP, Barba.js, Article Writing, SEO, Figma, Website Optimization, SEO, Meta Ads
- Built custom websites with WordPress, Webflow, Shopify, GSAP & Three.js animations - plus high-converting landing pages for international clients across multiple industries.