

ABDUL SAMAD

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



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Portfolio: samadseo.com | samaddev.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 ad videos and creatives ready to run - no 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

- **Tech stack:** WordPress, Local SEO, Meta Ads, Google Ads, Content Writing, Video Shoot, Video Edit, Photoshop
- Managed AED 8–10K/month Meta Ads - 30+ leads/day at AED 35 CPL through audience testing and creative iteration.
- Managed AED 3,500/month Google Search & Display - 20+ leads/month at 7% conversion rate.
- Achieved 70% ROI on Meta and 45% ROI on Google Ads through campaign restructure, targeting refinement and funnel optimization.
- Increased overall sales by 30% by aligning paid media with organic SEO and GBP optimization.
- Set up GA4 and GTM for full-funnel tracking - every lead attributed back to its source, campaign and ad set.
- Built company WordPress website optimized for SEO and lead capture from day one.
- Produced marketing videos and ad creatives for Meta and Google paid campaigns.

Ari-On Motors

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

i-Health - E-commerce (Shopify)

- Managed AED 5–6K/month Google Ads budget → AED 50–60K/month Shopify revenue 8–12x ROAS in UAE healthcare e-commerce.
- Tracked full purchase journey via Shopify + Google Ads integration every dirham attributed back to its campaign and keyword.
- Improved website speed by 30% via Core Web Vitals fixes lower bounce rate, higher Quality Scores on paid landing pages.
- Set up GA4 and GTM for full e-commerce tracking custom conversion events and revenue attribution across all paid channels.

Delta Medical LLC

Abu Dhabi (UAE)

Ibn Sina Medical Center - Clinic Lead Generation

- Generated 15+ qualified leads/day for Ibn Sina Medical Center via Google & Meta Ads - AED 8 CPL on AED 3 - 4K/month budget.
- Optimized Google Search + Meta Ads for WhatsApp and form fill conversions targeting UAE residents seeking clinic appointments.

Freelance Performance Marketer & Web Developer

Fiverr | Upwork

- **Tech stack:** WordPress, Shopify, Webflow, GSAP, Barba.js, Article Writing, SEO, Figma, Website Optimization, SEO, Meta Ads
- Managed Meta & Google Ads for 10–20 clients across e-commerce, real estate and services.
- Built high-converting landing pages and websites for international clients using WordPress, Webflow and Shopify.
- Delivered SEO audits, keyword strategies, and content plans for UAE and international clients