



Shafqat Khan

Web Designer/Developer | SEO | Digital Strategist

P.O Box 28091 Dubai, United Arab Emirates

hello: +971.50.3967579

email: me@shafqatkhan.com

Profile

*A self motivated and organized professional with strong **background in Financial Accounting** with 10 years of experience in **Software industry**.*

Professional Experience

Senior Web Developer

Sharaf HQ Investment, Dubai

2016 – till to date



Managing Group website and subsidiaries websites. Coordinate the design and marketing team. Integration and optimizing of social networks, payment systems and other components. Managing the overall website operations including Server and email management and keep website and other services up and running.

Senior Web Developer

Sharaf Media, Sharaf Group, Dubai

2014 - 2016



Responsible for designing, development, hosting, and maintenance almost all required operations need to run a successful website. Adopt the best practices to make website SEO friendly and W3C compliant by using Google webmaster tools and Google Analytics. Was involved in **Digital Marketing** for our new product. Responsible for deciding KPIs and Goals include reducing bounce rate, increase time on site, generating more leads and improving conversion. Email marketing or other social media marketing. Bringing site up in search engines by using SEO and working on Brand Awareness plans by using Google Webmaster Tools, Google Adwords and Google Analytics.

Web Master/Web Developer (SEO)

GMI General Trading, Dubai

2010 - 2014

Web Designer/Developer

Dreamsite Trading, Dubai

2005 - 2009

Web Designer/Developer - 2004 - 2005

Zealous Technologies, Karachi

Education

Master of Computer Science (MCS)

University of Karachi

2005

Post Graduate Diploma (PGD)

In CIS (Computer Information & Sciences)

University of Karachi

2000

Bachelor of Commerce

University of Karachi

1998

Diploma in Computer Science

Institute of Computer Science, Pakistan Steel

Sindh Board of Technical Education, Karachi (SBTE)

1998

Sample Work

Websites and Applications

www.sharafmedia.com

www.cellsouq.com

www.yellowhat.ae

www.fatabhp.com

www.thepremieremedia.com

www.sharafhq.ae

www.nrgfitness.ae

www.shafqatkhan.com – Personal Portfolio

for recent work please visit

www.shafqatkhan.com/sk-work

Tools & Skills

- Search Engine Optimisation (SEO)
- Search Engine Marketing (SEM)
- PPC (Pay per click) Marketing/YouTube
- Social Media Optimisation (SMO)
- Webmaster Tools, Google Analytics, Google PageSpeed Insight
- Email Marketing
- E-commerce Specialist
- Paypal, AlertPay, Credit Card Integration etc.
- HTML5/XHTML / CSS3, Java Scripts/AJAX/jQuery), Bootstrap
- Macromedia Dreamweaver / Adobe Photoshop / Adobe Image Ready
- Active Server Pages (ASP) / ASP.NET (Beginner)
- mysql / SQL Server / MS Access
- Hosting Solutions, Managing Dedicated/VPS/Cloud Hosting, Mail servers
- MS Office, Mail, Communication programs, Multimedia audio/video editing tools and different utilities.

Personal

Nationality: Pakistani

Date of Birth: March 31, 1977

Driving License: Light Motor Vehicle (LMV) Dubai

Marital Status: Married with 1 boy.

Reference

Mohammad Ali Butt

Technical Lead

Abu Dhabi Water and Electricity Authority (ADWEA) UAE

T: +971 2 6943429 F: +971 (2) 6943717 M: +971 (50) 6625635

mohammad.butt@adwea.ae

