



# MIR IBRAHIM ALI KHAN

DIGITAL MARKETING SPECIALIST

## CONTACT

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- Dubai, UAE
- LinkedIn

## EDUCATION

2016 - 2023  
JAWAHARLAL NEHRU  
TECHNOLOGICAL  
UNIVERSITY HYDERABAD

- Pharm. D

2013 - 2015  
SECONDARY HIGHER  
SCHOOL

- Intermediate I & II (Biology, Chemistry, Physics, Zoology)

## SKILLS

- Project Management
- Time Management
- Leadership & Teamwork
- Effective Communication

## LANGUAGES

- English (Fluent)
- Hindi (Fluent)
- Arabic (Basics)
- Urdu (Intermediate)

## ADDITIONAL INFO

- Availability: Immediately
- Visa Status: Visit

## PROFILE

Mastered SEO and SEM for search rankings and paid campaign ROIs, while managing social media for Facebook, Instagram, Google, and Tik Tok. Handling 25+ client handles monthly to grow followers, boost engagement, and amplify brand visibility as per unique client needs. Built and launched 40+ e-commerce websites using Shopify, Wix, and WordPress, blending website creation with graphic design prowess in Canva, CapCut, and Final Cut Pro. stunning visuals, brochures, business cards, Letterheads, and logo development in sync with higher management. Crafted content strategies from scratch: writing compelling copy, storytelling through visuals, scheduling posts via Canva Magic Studio, Meta Business Suite and publishing across platforms to spark conversations and conversions.

## WORK EXPERIENCE

- Solvemax Technologies, India** JAN 2021 - OCT 2025  
Digital Marketing Specialist
  - Developed and managed responsive websites and e-commerce platforms using WordPress, Shopify, WooCommerce, and Wix.
  - Conducted comprehensive SEO/SEM strategies to enhance website traffic and search engine visibility.
  - Executed integrated marketing campaigns across social media platforms including Facebook, Instagram, TikTok, and Pinterest.
  - Designed content calendars, marketing strategies, and analytics-driven reports for brand growth and engagement.
  - Managed and optimized paid advertising campaigns on Google Ads, Meta Ads, and TikTok Ads, including PMax campaigns.
  - Collaborated with designers and developers to enhance UI/UX for improved user retention and conversion rates by 4 to 7%. Delivered project 2 months ahead of schedule
  - Led AEO efforts for local SEO ranking and improved map search optimization.

## CORE SKILLS

- Digital Marketing Strategy & Execution
- SEO, SEM & AEO (On-Page & Off-Page Optimization, Indexing, Sitemap)
- Keyword Research & Performance Audits
- Web Development (WordPress, WooCommerce, Shopify, Wix)
- UI/UX Design & E-commerce Management
- Social Media Marketing (Meta, TikTok, Pinterest, Instagram, Facebook)
- Content Marketing, Planning & Publishing
- Paid Campaigns: Google Ads, Meta Ads, TikTok Ads, PMax
- Campaign Analytics & Performance Optimization

## ONGOING PROJECTS

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SMP Universal School – India | Dec 2023 – Present

- Managing social media strategy, content planning & campaigns
- Increased admission inquiries by 50%

SMP International School (Cambridge & CBSE) – India | Dec 2023 – Present

- Leading branding, social media & ad funnels
- Improved lead quality by 35%

## CERTIFICATIONS

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- **AI-Driven Digital Marketing Strategies:** Alison (CPD Accredited)
- **One Million Prompters:** issued by the Dubai Centre for Artificial Intelligence (DCAI) & Dubai Future Foundation (DFF)

## REFERENCES

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- Available upon request

## MY PORTOFOLIO

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[www.mirstrategy.com](http://www.mirstrategy.com)

## DIGITAL MARKETING & WEB DEVELOPMENT PROJECTS

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Al Shifa Medical Products Co. – Dammam, Saudi Arabia | 2022-2023  
Largest syringe manufacturer in the Middle East

- Designed & developed a bilingual (English & Arabic) corporate website aligned with healthcare compliance standards
- Built scalable web infrastructure, hosting architecture & cost-optimized maintenance plans
- Implemented technical SEO, schema markup & page speed optimization, improving organic visibility by 45%
- Led content structure planning for product catalogs & regulatory pages
- Ensured mobile-first UX, cross-browser compatibility & security best practices

Tech: WordPress, HTML/CSS, PHP, On-Page SEO, Technical SEO, CDN, Analytics.

Auswood Furniture (Wholesaler) – Villawood, Australia | 2022

- Developed and deployed a WooCommerce-based eCommerce platform
- Managed 300+ product SKUs, pricing rules & inventory workflows
- Configured payment gateways, shipping zones, tax rules & staff roles
- Optimized checkout UX, reducing cart abandonment by ~20%

Tech: WordPress, WooCommerce, Payment Gateways, UI/UX, CMS

Construction Mecca – Houston, Texas, USA | 2023

- Built a high-converting static website focused on lead generation
- Conducted keyword research & on/off-page SEO, increasing inbound leads by 35%
- Integrated conversion tracking pixels (Meta, Google) for campaign analytics
- Deployed CDN & performance optimizations, achieving 90+ PageSpeed scores
- Implemented blog strategy to support long-tail keyword growth

Tech: SEO, CRO, Google Analytics, CDN, Lead Funnels

Auswood Furniture (Wholesaler) – Australia | 2021

- Developed WooCommerce eCommerce website
- Managed 300+ products, payment gateways, shipping & tax rules
- Reduced cart abandonment by ~20%

Porter Strong RV Resort – USA | 2024

- Designed reservation-based website
- Implemented local SEO, increasing inquiries by ~30%

Zelantek Inc. (Recruitment Firm) – Canada | 2024

- Built recruitment website with SEO-optimized job listings
- Improved candidate inquiries through search visibility

Harmain Medical & General Store (Pharmacy) – India | 2021 – 2022

- Developed WooCommerce pharmacy website
- Increased local traffic by ~25% via SEO & UX improvements