AMAD AHMAD

Web Developer & Digital Marketing

Availability:	Full Time │ Part Time │ Contract
Website:	www.amad.zsolnet.com
LinkedIn	www.linkedin.com/in/amadzirak
Visa Status:	Employment Visa

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Dubai, UAE ⚲

SUMMARY

As an experienced IT professional with a strong foundation in Information Security and Software Engineering, I bring expertise in web development, digital marketing, and cybersecurity. My skill set includes SEO, social media management, and IT infrastructure support. I am committed to continuous learning and staying abreast of industry trends, always striving to drive efficiency and innovation within teams.

WORK EXPERIENCE

Web Developer & Digital Marketing Executive   Sep 2023 - Present
Platinum HAM Medical Surgical Equipment Trading LLC, Dubai, UAE

- Developed and managed websites using WordPress and Elementor.
- Managed social media accounts, including branding, post scheduling, and paid campaigns.
- Monitored and optimized website performance.
- Implemented and managed SEO and PPC strategies.
- Implemented and administered invoicing and ERP systems.

IT Administrator   Jun 2022 - Jun 2023
Ardh al Madina Group of Companies, UAE

- Oversaw and managed the entire IT infrastructure ensuring seamless operations.
- Conducted security audits to identify and address vulnerabilities.
- Provided IT support, resolving hardware and software issues promptly.
- Collaborated with teams to implement new technologies, boosting productivity.
- Administered network equipment, servers, and software for optimal performance.

Web Developer & Digital Marketing Executive (Remote)   Sep 2017 - Mar 2022
JROX International FZC LLC, UAE

- Developed and maintained responsive, user-friendly websites.
- Implemented SEO and Google Analytics, increasing traffic and leads.
- Managed social media and executed marketing campaigns.
- Designed and executed Google Ads campaigns.
- Conducted SEO to improve visibility and search rankings.
- Analyzed marketing data to refine campaigns.
- Monitored website performance and resolved technical issues.

Administrative Assistant Coordinator   Jan 2017 - Feb 2019
Peshawar Business School Peshawar, Pakistan

- Provided comprehensive administrative support to management and faculty.
- Coordinated administrative tasks, including scheduling and reporting.
- Organized academic events, workshops, and seminars.
- Managed student records and facilitated communication.
- Maintained office supplies and streamlined processes.

EDUCATION

Master of Science in Information Security   **Feb 2020 - Mar 2022**
COMSATS University Islamabad, Pakistan
- **Thesis:** An Authentication and Data Storage Scheme for IoT using Blockchain
- **Paper (Under Review):** Blockchain-based authentication scheme for secure Internet of Things (IoT) data storage.

Bachelor of Science in Software Engineering   **Feb 2013 - Jun 2017**
Abasyn University Peshawar, Pakistan

CERTIFICATIONS

- **Goog Search Ad** Credentials: https://skillshop.credential.net/1784cd1b-38d9-41c3-afd6-c37a71c1c8d7
- **IBM Cybersecurity Analyst Professional** Credentials: *https://bit.ly/3DameJH*
- **Google Cybersecurity Professional Certificate** (*in progress*)
- **IBM Full Stack Developer** (in progress)
- **Google Digital Marketing Certificate** (in progress)
- **Cyber Incident Response** Credentials: *https://bit.ly/3yED1BR*
- **Implementing an Information Security Program** *Credentials: https://bit.ly/3yJWvVG*
- *Troubleshooting IT Remote Administration* Credentials: *https://bit.ly/3RYGCl2*
- *OSINT Essential Training* Credentials: *https://bit.ly/3S3bfpp*
- *Machine Learning* Credentials: *https://bit.ly/3ezbJWB*
- *HCIA Security* Credentials: *01010030162380841833 1409*

PROTFOLIO

Some of my previous work history

- vhf-uk.com
- devoline.us
- cardiopak.us
- makler-us.com
- zsolnet.com

- pixelcare.co.uk
- Jetax.com
- MemOilTech.com
- gulfvalveline.com
- alabeer.org

- jroxint.com
- buzzardeye.net
- jroxinternational.com
- Exonicusa.com
- foremostdrive.ae

KEY SKILLS

CMS Development	WordPress, Shopify, Magento, React, Laravel
Search Engine Optimization	Local & International multi-languages
Social Media Paid Campaigns	Facebook, Instagram, Twitter, LinkedIn, TikTok, Snapchat
PPC	Google Ads, Bing Ads

3RD PARTY TOOLS EXPERIENCE

- SEM Rush
- Google Search Console
- Google Analytics
- Moz Pro

- Screaming Frog
- Hootsuite
- Facebook Pixel
- Ubersuggest

LANGUAGES

- English
- Urdu
- Hindi
- Pashto