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## EXPERTISE

Creative Design • UI/UX Design • Ecommerce Manager • Digital Marketing • Project Management • Graphic Design  
• Social Media Marketing • SEO/SEM • Team Leadership • Business Development

## SUMMARY

- More than 14 years' experience with proven success in leading creative, digital marketing, web and mobile apps development teams.
- Deadline-focused Project Manager with broad skill range including Website design and development, Ecommerce, UI/UX design, digital and social media marketing, Email marketing and production, SEO/SEM, website front-end development, animation, photography, video production, team leadership and project management.
- Hands on technical experience in HTML/HTML5, CSS3, Bootstrap, WordPress, Content Management Systems, MYSQL, JavaScript, Adobe Photoshop and Illustrator.
- Energetic Project Manager experienced in both Agile and Waterfall methodologies, skilled at focusing on finding solutions and meeting deadlines.
- Talented communicator holding successful record of building and maintaining sustainable relationships within organization and SMEs to Corporate level clients.
- Committed to producing professional and inspiring creative solutions with a commitment of quality and time efficiency.
- Gained valuable experience through contributing to all the components of the projects right from inception up to implementation with hands-on experience in project management tools including Jira and MS Project.
- Master's Executive in Information Technology
- Proficient in English.

## SKILLS

- |   |                                 |
|---|---------------------------------|
| • Project Management                      | • SEO/SEM                       |
| • Team Management                         | • Cloudflare & Stackpath CDN    |
| • UI/UX Design                            | • Website Design                |
| • Ecommerce                               | • Website Front-end Development |
| • Adobe Photoshop                         | • Adobe Illustrator             |
| • Adobe Premier                           | • Adobe After Effects           |
| • PHP                                     | • HTML/HTML5                    |
| • MYSQL                                   | • CSS 3                         |
| • Wordpress, Drupal, Joomla & other CMS   | • Javascript/Jquery             |
| • Woocommerce, Magento, Opencart, Shopify | • Angular JS                    |
|   | • Bootstrap                     |

## EDUCATION

**Executive Masters in Science** | Dec 2007

Preston University

Major: Information Technology

Minor: Programming

**Bachelors in Business Administration** | May 2006

NWFP Agricultural University

Major: Information Technology

Minor: Accounts, Management

## TRAININGS & CERTIFICATION

- Google Ads Fundamental
- Building High Performance Teams, LUMS.  
Rausing Executive Development Center.
- Web Design Basics, Serebra Learning Corporation
- Advanced Internet Concepts, Serebra Learning Corporation

## PROFESSIONAL EXPERIENCE

**Manager Digital Marketing & Web Operations** | Florida Gun Exchange | [GunBuyer.com](http://GunBuyer.com) | [FloridaGunExchange.com](http://FloridaGunExchange.com)  
March 2020 – Present

- Revamped GunBuyer.com using Magento Commerce platform with latest UI/UX trends along with additional backend functionalities as per business requirements.
- Managing online and digital presence of Gunbuyer.com which is one of the leading online firearms stores operated by Florida Gun Exchange.
- Implemented advanced web security measures and maintaining PCI compliance.
- Developed and leading team consisting of website developers, graphic designers and SEO copywriters.
- Coordination with other departments, managers and external teams to implement improvements in existing services and processes.
- Promoting company's online presence with organic and paid promotional strategies.
- Applied and continuously implementing best SEO practices which significantly improved website rank and sales.
- Managing paid media advertising campaigns.
- Playing key role in developing new Web apps to improve customer experience and operational processes.

**Director Ecommerce & Digital Marketing** | Tradea Inc | [tradeadigital.com](http://tradeadigital.com) | Jan 2019 – March 2020

- Managing various inhouse and commercial digital marketing, ecommerce and website design/development projects for clients in USA and Canada. Major portfolio industries include Retail, Automobile parts and HVAC.
- Ecommerce and digital marketing services ranging from website design and development, branding and design, cross-platform inventory management, marketplaces store management, SEO, Search engine marketing, display campaigns, email and Internet marketing
- Built and Virtually managing team of designers, developers, digital marketing and ecommerce specialists.
- Actively involved in business development and promotion of company services over Internet, social media and marketplaces.

**Senior Manager, Head of Creative Department** | Nayatel ([www.nayatel.com](http://www.nayatel.com)) | Apr 2008 – oct 2018

- Managed Web, graphics and mobile app teams and played key role in forming the Creative Department with team engagement of 18 peers.
- Trained Creative team regarding modern design trends, aesthetics and technical tools used in graphics, website and Apps UI/UX design.
- Development and project management of various revenue generating value added services being offered from company's platform, includes; high definition video on demand portal and mobile app, Live TV streaming portal and mobile app, complete IPTV solution with android STB and middleware application, HD IP camera monitoring web and mobile app, Nayatel Customer account panel and mobile applications.
- Managed creative projects from concept to completion while managing in-house design teams and outside vendors.
- Managed the company's digital media and online presence through various digital organic and paid campaigns including SEO/SEM, Social Media Marketing, HTML Email Production/Marketing and print media design and production.

### Career History in Nayatel

- Hired as Senior Multimedia & Web Designer in April 2008.
- Promoted as Corporate Multimedia & Web Designer in March 2009.
- Promoted as Assistant Project Manager in May 2011.
- Promoted as Deputy Manager, Creative Solutions Department in 2013.
- Promoted as Manager, Creative Solutions in 2015 with Head of Department responsibility.
- Promoted as Senior Manager, Creative Solutions in 2017

Nayatel Creative Solutions portfolio can be found at <https://creatives.pk/>

### Awards

- Certificate of Appreciation as JoyBox Product Manager - Dec 2016
- Special Achievement Award on Top Performance in Company – 2009
- Employee of Month – Nayatel – Oct 2008
- Certificate of appreciation as event manager – 2011-2017

### Recent Projects

- **GunBuyer.com**  
Responsive Ecommerce Website  
Adobe Magento Commerce 2 Platform
- **FloridaGunExchange.com**  
Responsive Business Portfolio Website  
Design, Development and SEO  
Technologies Used: Photoshop, PHP, Wordpress, JQuery, HTML/HTML5
- **JDMenginedepotinc.com**  
Responsive Ecommerce Website Design,  
Development and SEO  
Technologies Used: Photoshop, PHP, Wordpress, Woocommerce, JQuery, HTML/HTML5
- **JDMNewYork.com**  
Responsive Ecommerce Website Design,  
Development and SEO  
Technologies Used: Photoshop, PHP, Wordpress, Woocommerce, JQuery, HTML/HTML5
- **Tradeadigital.com**  
Responsive business portfolio Website Design,  
Development & Promotions  
Technologies Used: Photoshop, PHP, Wordpress, JQuery, HTML/HTML5
- **TrendPanels.com**  
Responsive Ecommerce Website Design,  
Development and SEO  
Technologies Used: Photoshop, PHP, Wordpress, Woocommerce, JQuery, HTML/HTML5
- **JDMOrlandoInc.com**  
Responsive Ecommerce Website Design,  
Development, SEO, SEM, Ebay Stores Management  
Technologies Used: Photoshop, PHP, Wordpress, Woocommerce, JQuery, HTML/HTML5
- **Gasprohc.com**  
Responsive Official Portfolio Website Design and  
Development  
Technologies Used: Photoshop, PHP, Wordpress, Divi, JQuery, HTML/HTML5
- **Nayatel.com**

Responsive Official Portfolio Website Design and Development

Technologies Used: Photoshop, PHP, Wordpress, JQuery, HTML/HTML5

- **Nayatel Official Anthem Video Direction**

Nayatel Anthem Video (Direction):

<https://vimeo.com/245148782>

- **Creatives.pk**

Responsive Official Portfolio Website Design and Development.

Technologies Used: Photoshop, PHP, Wordpress, Divi, JQuery, HTML/HTML5

- **MyNayatel - App**

Account Management App.

Role: Project Manager & UI/UX Design.

Link:

<https://play.google.com/store/apps/details?id=com.mynayatel>

- **JoyBox**

Product Manager of Nayatel's Smart IPTV Set-top-Box JoyBox.

Involved in Product development and project management.

<https://www.nayatel.com/joybox>

- **Nayatel NWatch - App**

IP Camera Monitoring and Live streaming

Role: Project Manager & UI/UX Design

Link:

<https://play.google.com/store/apps/details?id=com.nayatel.nwatch>

- **Nayatel Online Video Commercial**

Project Coordinator Production and story boarding of Nayatel TV Commercial.

<https://vimeo.com/24642366>

*Learn More about me. Visit <https://wraja.com>*

*References and additional information furnished on request*