

HAMID MAHMOOD

WORDPRESS DEVELOPER | DIGITAL MARKETING

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Dubai, United Arab Emirates

[LinkedIn](#)

ABOUT

Versatile Web Developer & Digital Marketing Specialist with over 8 years of experience building fast, responsive websites and executing data-driven campaigns. Expert in WordPress, SEO, and paid social advertising. Proven track record in boosting organic traffic, enhancing UX, and launching successful digital products for brands across various industries.

PROFESSIONAL EXPERIENCE

WEB, MARKETING & LISTING EXPERT - REXGATE PROPERTIES Oct, 2025 - Present
(Employed via Cresco Real Estate LLC) Dubai, UAE

- Maintained and managed the company website, sourced and published property listings, and kept all content accurate across platforms
- Planned and ran digital marketing campaigns via social media, email, and Google Ads, tracking results through Google Analytics
- Coordinated with sales and management to align web content, listings, and marketing efforts with business goals

WEB AND MARKETING EXECUTIVE - THE NACRE Sep, 2024 - Oct, 2025
Remote

- Built and maintained the brand's official website, improving speed, UX, and SEO performance.
- Managed social media ads (Meta, Amazon, TikTok), ensuring brand consistency and campaign success.
- Handled eCommerce listings on Amazon UAE/UK, including optimising titles and descriptions.
- Supported A/B testing, landing pages, and digital campaigns in collaboration with the marketing team.

WEB & SEO SPECIALIST - AL KHAJA HOLDINGS Jan, 2024 - Aug, 2024
Dubai, UAE

- Developed and maintained WordPress websites for various group companies.
- Implemented SEO strategies to boost ranking and improve site speed.
- Used tools like Google Analytics, Search Console, and SEMrush for audits and reports.
- Collaborated with marketing for content planning and campaign landing pages.

WEB DEVELOPER - SCIENTIFIC ANALYTICAL TOOLS (S.A.T) TRADING L.L.C May, 2022 - July, 2023
Dubai, UAE

- Developed and managed 15+ WordPress websites, including secure login and quotation systems.
- Led on-page/off-page SEO and technical audits using RankMath and Search Console.
- Created and maintained Google Merchant and product feeds.

WORDPRESS DEVELOPER - WEBBUGGS, LAHORE 2019 - 2021
Lahore, Pakistan

- Developed and managed 15+ WordPress websites, including secure login and quotation systems.
- Led on-page/off-page SEO and technical audits using RankMath and Search Console.
- Created and maintained Google Merchant and product feeds.

FRONT-END WEB AND WORDPRESS DEVELOPER - STUDIO 99 2018 - 2019
Lahore, Pakistan

- Developed Websites using HTML, CSS, Bootstrap, WordPress.
- Created different templates using Kajabi, Hubspot, Shopify.
- Used (basics of) Photoshop and Illustrator to create artworks for 15+ clients.
- Converted various Figma, Adobe XD, PSD, PDF files to WordPress.
- Implemented SEO best practices for improved website visibility and performance.

EDUCATIONAL QUALIFICATIONS

Bachelors of Science in Information Technology

2016 - 2020

Lahore Leads University, Pakistan

Fsc (Pre Engineering)

2014 - 2016

Government College, Pakistan

PROFESSIONAL CERTIFICATIONS

Front-End Web Developer

2020

EVS Professional Training Institute

WEB DEVELOPMENT SKILLS

Front-End Development (WordPress & Shopify), Responsive Design, WordPress Multisite, WooCommerce, HTML5, CSS3, JavaScript, PHP (Basic), MySQL, Elementor Pro, Divi, WPBakery, Shopify Customisation

DIGITAL MARKETING SKILLS

SEO (On-page, Off-page, Technical), Do-Follow Backlinking, Social Media Marketing, Email Marketing, Podcast Management, Google Ads (AdWords/PPC), Google Analytics, Digital Ads, E-commerce Marketing, Lead Generation, Google Merchant Center, Google Trends, Hootsuite, RSS.com Distribution (Spotify, Apple Podcasts, YouTube, Amazon Music), Mailchimp

PROFESSIONAL SKILLS

Teamwork, Time Management, Communication Skills, Problem Solving, Client Handling, Task Prioritization, Attention to Detail, Creativity, Project Coordination, A/B Testing, Content Planning, Basic Copywriting, Branding Support, Campaign Tracking, CRM Usage, Google Workspace, Microsoft Office (Word, Excel, PowerPoint), Ability to Work Independently or as Part of a Team, Domain & Hosting Management, Website Migration, cPanel, DNS Management, Website Security Best Practices, Website Speed Optimisation, SEO Integration

INDEPENDENT PROJECTS

- Built and launched WordPress and WooCommerce websites for clients across multiple sectors:
· [Nordic Flavors](#) · [The Nacre](#) · [My Company Benefits](#) · [Danish Bakery](#) · [Rise Up Stronger](#) · [Onyx](#)
- Managed Amazon Seller Central and PPC campaigns across the UK, UAE, and US marketplaces, writing SEO-optimised listings and achieving consistent first-page rankings

LANGUAGES

- English (Fluent)
- Urdu (Native)