M.RAIYAN JAWAID

CMS DEVELOPER & DIGITAL MARKETER

CONTACT INFO

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PROFILE

Creative and results-driven CMS Developer and Digital Marketer with 2+ years of experience in WordPress, Shopify, and Wix. Skilled in building responsive, SEO-friendly websites and managing social media campaigns with a focus on Meta (Facebook/Instagram) Ads. Proficient in Canva for impactful design and visual branding. Proven track record of delivering digital solutions that drive engagement, conversions, and online growth.

PROFESSIONAL EXPERIENCE

Web Developer & Social Media Marketer

Techforge Innovations   *2025-Current*

- Developed websites (WordPress, Shopify)
- Managed client social media accounts
- Ran ads and boosted reach
- Performed SEO and analytics reporting
- Designed UI/UX and branding
- Provided website support and maintenance

E-commerce Manager & Social Media Marketer

FAMA SECRET   **2023-2025**

- Redesigned famasecret.com
- Created ads, posts, and visuals
- Managed product photos and uploads
- Handled SEO and order processing
- Launched Eidora and fragrances

PROFESSIONAL EXPERIENCE

Soical media manger (remote)

Fcs Trading Institute   *2022-2023*

- Managed Facebook and Instagram accounts.
- Developed content strategies.
- Created engaging posts and stories.
- Monitored performance metrics.
- Executed targeted advertising campaigns

KEY SKILL

Digital Marketing & Meta Ads

- Expertise in Meta Ads (Facebook/Instagram) Campaigns
- Audience Targeting, Retargeting, and A/B Testing
- Conversion Rate Optimization (CRO)
- Lead Generation and Sales Funnel Strategies
- Analytics and Reporting (Meta Business Suite, Google Analytics)

KEY SKILL

WordPress Development

- WordPress Theme Customization
- WooCommerce Setup and Management
- Plugin Integration and Development
- Responsive and SEO-Friendly Design
- Website Performance and Security Optimization

Front-End Development

- Proficient in HTML5, CSS3, JavaScript
- Responsive Design and Cross-Browser Compatibility
- DOM Manipulation and Event Handling
- CSS Frameworks: Bootstrap, Tailwind CSS
- Performance Optimization and Debugging

KEY SKILL

Shopify Development

- Built and customized Shopify stores
- Managed product uploads and collections
- Handled SEO, meta tags, and keywords
- Set up payment, shipping, and apps
- Processed orders and tracked analytics

PROJECTS

- **FAMA SECRET** – E-commerce for luxury fashion.
- **Sirajuddin Store** – Men's wear Shopify website
- **Dinsnus** – E-commerce site.
- **Trull Service** – Service business website.
- **Techforge Clients** – Business sites on WordPress & Shopify

EDUCATION

Liaquat Degree College
Intermediate in Commerce

2024

Speciss Higher Secondary School
Matriculation in Computer Science

2022

CERTIFICATIONS

- Digital Marketing Certification
- WordPress Development Certification
- Front-End Development Certification

TECHNICAL PROFICIENCY

- Meta Ads Manager (Facebook/Instagram Ads)
- WordPress (Theme/Plugin Development, WooCommerce)
- Shopify: Store setup, theme customization, product management, SEO, app integration
- HTML5, CSS3, JavaScript
- SEO Optimization
- Canva

REFERENCES

Available upon request.