

# Umer Zulfiqar

Web, Ecommerce & IT



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Dubai, UAE

## PROFILE INFO

A highly talented, driven and flexible individual with a proven record of delivering efficient and innovative solutions. A proven ability of developing projects and solving problems from Inception through production to final delivery, ensuring that all work is effective, appropriate and delivered within agreed timescales. Able to work as part of a team with printers, copywriters, photographers, designers, account executives, web developers and marketing specialists. Determined to implement earned skills and knowledge for the rapid growth of the company by working effectively and consistently.

## MY WORK EXPERIENCE

UAE EXP: 1 Year

**2022-Present**  
**Ecommerce & IT**  
Al Faal General Trading  
LLC  
Dubai, UAE

- Creating Sales Order, Sales report generation, Monthly sales Reconciliation for online platforms on ERP
- Maintaining inventory on sales channels (Amazon, Noon, Website, Facebook, Google Merchant)
- Handling of graphic design tasks and social media accounts
- Handling technical IT tasks including Odoo system management, Hardware & Software issues
- New product listing and research on upcoming trends and new sales channels

**2021 - Present**  
**Web Dev Manager**  
(Remote)  
ALIGNN Marketing  
Virginia, USA

- Creating design specs for web development projects
- SEO centric Website creation and maintenance through performance reporting
- Working with Google analytics, search console, tag manager integration
- Maintain and continually improve/optimize user experience and speed for existing sites
- Conceptualize and create intuitive, engaging, and brand-consistent web experiences
- Collaborate in concept development and design ideation cross-functionally to help define a creative strategy
- Troubleshooting technical issues
- Work with graphics and other designers

**2019 - 2020**  
**IT Support**  
Curvestone Builders  
Islamabad

- Providing Helpdesk on call support to marketing and management teams, ensuring proper functioning of hardware and software
- Collaboration with creative team for planning and executing SMM strategies for generating leads
- Redesigning and maintaining of company websites
- Management of social media pages

## MY EDUCATION

**2014 - 2019**  
**BCS**  
Abbottabad University  
Abbottabad, KPK,  
Pakistan

**2012 - 2014**  
**Higher Secondary**  
GPGC No. 1  
Abbottabad, KPK,  
Pakistan

**2010 - 2012**  
**Secondary**  
BISE Abbottabad  
Abbottabad, KPK,  
Pakistan

## MY SKILLS/Tools

- Photoshop
- Illustrator
- WordPress
- Ecommerce
- MS Office
- Web Dev
- Odoo
- Photography
- Team Work
- Social Media
- Noon
- Amazon FBM