

Ahmad Riaz

Senior Web Developer & Digital Marketing Strategist

Contact Information

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Location: Multan, Punjab, Pakistan

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Summary

Highly passionate and results-driven Senior Web Developer and Digital Marketing Strategist with over 9 years of comprehensive experience in transforming digital visions into successful business solutions. Proven expertise in full-stack web development, advanced SEO strategies, high-converting Meta Ads management, funnel optimization, and leveraging AI for marketing automation. Dedicated to crafting stunning, functional, and performance-driven digital experiences across diverse industries.

Skills

Web Development:

- WordPress, Shopify, Custom CMS Development
- Front-end: HTML5, CSS3 (Tailwind CSS), JavaScript
- Back-end: PHP, Node.js (basic), Database Management (MySQL)
- Responsive Design, UI/UX Principles
- Performance Optimization, Cross-browser Compatibility

Digital Marketing:

- Meta Ads (Facebook & Instagram Ads) Management & Optimization
- Sales Funnel Design & Optimization

- Lead Generation Strategies
- Conversion Rate Optimization (CRO)
- Content Marketing Strategy
- Email Marketing

SEO Optimization:

- Technical SEO Audits & Implementation
- On-Page SEO (Keyword Research, Content Optimization)
- Search of Results (SoR) Optimization
- Link Building Strategies
- Google Analytics & Search Console
- Competitor Analysis

AI & Automation:

- Integration of AI tools (e.g., ChatGPT, Bing AI) for marketing
- Marketing Automation Workflows
- Data Analysis for Marketing Insights

Other Tools & Platforms:

- Google Workspace, Microsoft Office Suite
- Project Management Tools (e.g., Trello, Asana)

Work Experience

Senior Web Developer & Digital Marketing Manager | Freelance / Consultant

2016 - Present

- Led end-to-end development of over 200 diverse web projects.
- Designed and implemented advanced SEO strategies for traffic growth.

- Managed high-converting Meta Ads campaigns (Facebook/Instagram).
- Developed sales funnels increasing conversion rates.
- Provided consultancy integrating AI-powered solutions.
- Ensured client satisfaction and long-term partnerships.

Web Developer & SEO Specialist | Various Agencies & Companies

2014 - 2016

- Contributed to front-end and back-end web development.
- Implemented initial SEO practices to improve visibility.
- Gained foundational experience in web design and collaboration.

Education & Certifications

Bachelor's Degree in Computer Science

GCUF (Government College University Faisalabad), 2021 - 2025

- Focused on software engineering, data structures, algorithms, and web technologies.

Advanced Digital Marketing Certification

Digiskills, 2018

Full-Stack Web Development Bootcamp

Enablers, 2017

Portfolio Highlights

- Modern Real Estate Portal (memaar.pk)
- Health & Wellness SEO Campaign (shifaam.com)
- SaaS Product Launch Page (safebox.life)
- EduInput.com: Educational platform
- iTechGroups.co.uk: UK-based eCommerce site

- IPTV Service Website: Optimized for engagement and sales

(Note: Many projects are with confidential clients; specific details and direct links for all projects cannot be provided due to NDAs.)