

Faraz Ahmed Siddiqui
Web Designer / Developer / SEO

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FARAZ AHMED SIDDIQUI

Personal Profile

I am an enthusiastic and professional Web Designer, Web Developer and Search Engine expert, who enjoys being part of, as well as leading, a successful and productive team. I am quick to grasp new ideas and concepts, and to develop innovative and creative solutions to problems. I am able to work well on my own initiative and can demonstrate the high levels of motivation required to meet the tightest of deadlines. Even under significant pressure, I possess a strong ability to perform effectively.

Objective

I am now looking to build on my extensive range of technical skills within a suitably challenging role. I am keen to achieve further professional development.

Technical Skills

Basic Skills

- Familiar with vast range of Operating Systems (DOS, Win 98, Win ME, Win 2000, Win XP, Win 2003 Server Win Vista, Linux Cent-OS, Linux Ubuntu)
- Familiar with MS Office
- Ulead Video Studio (Video Editing)
- Internet
- Urdu Composing (Inpage)

Hardware & Networking

- PC Installation / Troubleshooting
- Complete Network Setup
- Server installation (Wingate)
- Backup, Monitoring & Maintenance

Web Designing / Development Tools

- Microsoft Frontpage 2003
- Xampp
- FTP Programs
- CSS Master
- PHP Maker
- Adobe Dream Weaver
- Xara Suite
- SSH Programs
- Swish / SWF Quicker
- Adobe Actobat

Programming / Coding

- HTML Coding
- Wordpress Development
- Familiar with MYSQL Database
- CSS Coding
- Familiar with PHP Programming
- Familiar with Javascript Coding

Search Engine Optimization & Internet Marketing

- Google Webmaster Tools
- Yahoo Overture
- Bulk E-Mail Marketing
- Social Bookmarking
- Internet Based Market Research
- Also familiar with various SEO softwares and tools including Add Web, SEO Elite, IPB, SEO Meta Generator and Advance Web Rankings.
- Google Analytics
- Natural SEO
- Google Adwords
- Blogs Commenting
- Affiliate Marketing

Qualification

Formal Qualification

- (2003-2007) **Bachelor in Science (Computer Science)**
“Shah Latief University” From: Penta College of Information Technology & Management. With Grade “A”
- (1999-2002) **Diploma of Associate Engineering**
From Sindh Board of Technical Education in 2001 with Grade “A1”

Extra Qualification

- **Certified SEO Professional**
Attended 3 days SEO / Internet Marketing Workshop in 2007 by Syed Najam Ahmed - Google Certified SEO Professional.
- **Certification in PHP and MySQL**
Doing certification in PHP Programming language and Mysql Database development from SuperSoft.

Career Summary

- Over 9 year of working experience in the field of Information Technology
- Excellent at Search Engine Marketing campaigns with focus on search engine optimization and PPC. Also good at Internet sales & Affiliate marketing
- Well versed with Google Adwords, AdSense and Analytics. Have knowledge of Yahoo! Search Marketing (YSM) and MSN AdCenter
- Well familiar with PHP and ASP development technologies
- Have expertise in Wordpress Development.
- Working experience with various web programming languages (HTML, DHTML, CSS, PHP)

Job Experience

SEO Consultant – (E-Com Worldwide) (Part Time - May 2006- To Date)

Working as PHP programmer and SEO Consultant for E-Com Worldwide. Duties include Website Review and Market Research; Keyword identification, comparisons, and strategic recommendations; Writing Meta and Title Tags; Suggesting Search engine friendly site contents including links and navigation; and on off-page SEO Submission to search engines; Linkbuilding, Article/ Press Release review; Creating Google Sitemap and Ongoing SEO reporting etc.

My work is to develop Wordpress PHP websites and perform SEO related tasks for projects.

Website Admin (The Financial Daily) (Full Time - Feb 2007- To Date)

Maintain / Update Current website and update website on daily basis. Provide data to 3rd parties in different formats. Provide financial reports to 3rd parties.

Network Admin (BJS Publications) (Full Time - May 2003- May 2005)

Analyze the system needs and advise regarding it. Recommend & install new hardware and softwares based on user needs and provide training, assistance and troubleshooting. Provide Network and Internet support and facilitated exchange of information within company.

SEO Professional & Web Designer (Internship -June 2002- Oct 2004)

As a SEO professional performed Website Optimization including content/ tags writing, keyword research, submission to major search engines, posting on different directories and forums/ link building, reciprocal linking etc Was also responsible for designing complete website by using HTML and Adobe Macromedia Flash.

Data Entry Operator (NADRA)**(Night Job – Aug 2000- May 2001)**

Worked as Data Entry Operator in NADRA. My duties were to fill data entry forms.

Free Lance Working Experience**March 2004 – To Date**

Providing services as free lancer to individuals and companies.

Providing Web Hosting services to over 100 individuals and companies.

Designed over 50 websites for individuals and companies

Providing SEO and Marketing consultancy services to various organizations.

Running websites over AdSense Network.

Wordpress development services as freelance developer.

Selected Portfolio

Web Development

- www.farazahmed.com
- www.awamiawaz.com
- www.thefinancialdaily.com
- www.mobilespaki.com
- www.legacyhomeskarachi.com
- www.zaintel.eu
- www.realkarachi.com
- www.mobiledukaan.com

Search Engine Optimization

- www.dubaiinternetmarketing.com
- www.carjunction.com
- www.legacyhomeskarachi.com
- www.realkarachi.com

References

Available on request.