



MUSHAFIQ ASHAI

WEB CONSULTANT

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✓
6 years of experience

📍
Dubai UAE

📁
20+ Websites

👥
15+ Clients

ABOUT ME

Eagerness towards learning how to leverage the power of digital world during pandemic inspired me to choose designing Wordpress CMS websites using de-facto standard plugins. Now with over 6 years of professional experince as Web Designer I have attained extensive knowlegde in designing websites especially using inbuilt wordpress/ woo-commerce functionalities. Degree in Engineering provided me foundational knowlegde to work on projects and attain hands on experience to prove my skills in web solution space.

MAIN AREA OF WORK

Web Designing



Graphic Designing



Sales and Networking



Social Media



EDUCATION

- 2021 - 2023 **B.Ed**
Kashmir University, India
- 2019 - 2021 **MASTERS IN TECHNOLOGY (M.TECH)**
Computer Science - Kurukshetra University, India
- 2013 - 2018 **BACHELORS IN ENGINEERING (B.E)**
Computer Science - Kashmir University, India

BRANDS I HAVE WORKED WITH



SKILLS

WEB DESIGNING

- Wordpress
- Web Designing
- HTML/CSS
- Javascript
- Theme/ Template Integration
- Managing Domain/ Hosting
- Site Migration
- WooCommerce
- Data Listing

GRAPHIC DESIGNING

- Adobe Photoshop
- Adobe Illustrator
- Social Media Strategy
- Post Creation
- Logo Creation
- Designing Business Cards
- Presentations/ Brochures
- Video Editing

COMMUNICATION SKILLS

- Business Meetings
- Lead Generation
- Cold Calling
- Customer Service


DIGITAL MARKETING

- Google Search Console
- Google Merchant Center
- FB ADS/ Post boost
- Basic SEO Knowledge
- Content Creation/ Blogging


EMAIL

- Email Signatures
- Email Creations
(Microsoft/ Zoho/ Webmail)


WORK EXPERIENCE

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June 2022 - March 2024

 UAE


ORYX WORLD BUSINESS CENTER
WEB CONSULTANT

 - Designed websites & collaborated with cross functional teams to develop strategic plans & improvements.
 - Offered clients expert advice on web solutions.
 - Executed social media management & devised strategies.
 - Crafted tenancy contracts & designed graphics, brochures, and presentations for business center & its clientele.
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May 2020 - June 2022

 UAE


TURQUOIC
WEB DESIGNER

 - Consult clients to determine project requirements.
 - Design user friendly wordpress websites, woocommerce sites and designing landing pages for marketing Ad's.
 - Improve existing site design/ add new functionalities..
 - Promote services to client to maximize profits.
 - Designing Brochures, business presentations, Flyers, Logo's and Social Media Posts for clients.
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Aug 2018 - Jan 2020

 India

VALIANT BUSINESS MEDIA, UK BASED
WEB DESIGNER

 - Designing & updating corporate and event websites.
 - Work with designing team to develop brochures.
 - Negotiating contracts and packages.
 - Direct communication & coordination with international clients especially ministerial level clients for invitation to attend company events.
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Nov to March (2014 - 2018)

 India

INSIGHTS MARKETING, UAE BASED
PAID DIGITAL MARKETING INTERN

 - Designing landing pages using HTML.
 - Designing creatives for ad's using Canva.
 - Writing blogs to address audience needs.
 - Understanding about SEO, Online Ads /Campaigns.

REFERENCES

1. RAY HOGAN

Managing Director, Oryx World
ray.hogan@oryxworld.com

2. YASIR ZAHOOR

Managing Director, Insights Marketing & Communication
yasirislistening@gmail.com

3. ANNE MARIE

Founder, Minds Matter DXB
anne.marie@mindsmatterdxb.com

4. CHRISTUS CLEETUS

Founder, Turquoic
christusc@gmail.com

PERSONAL INFO

NATIONALITY	Indian
VISA STATUS	Employment Visa
D.O.B	4 July
LANGUAGES	English, Urdu, Kashmiri
INTERESTS	Travel, Network, Learning, Photography