

Muhammad Talha Sajid Kayani

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🌐 Muhammad Talha Sajid Kayani

PROFILE

Dynamic professional excelling in web development and digital marketing, specializing in SEO, social media, and CRM platforms like GoHighLevel. Proven track record in optimizing online visibility and skilled in CMS platforms such as WordPress, Shopify, and ExpressionEngine.

EDUCATION

Master of Science in Information Technology

University of Sargodha

2021 – 2023 | Sargodha, Pakistan

Passed my MSC in Information Technology with a 2.81 CGPA.

Associate Degree In Computer Science

Riphah International University

2019 – 2021 | Sargodha, Pakistan

Passed my ADP in Computer Science with a 3.46 CGPA.

Intermediate

Govt Higher Secondary School Dheedwal

2016 – 2018 | Chakwal, Pakistan

Completed Intermediate with a focus on pre-engineering, achieving a score of 516 marks.

Matriculation

Govt Higher School Chakral

2014 – 2016 | Chakral, Pakistan

Completed Matriculation with a focus on Science, achieving a score of 704 marks.

SKILL

Front End

HTML, CSS , Bootstrap



CRM

GoHighLevel



CMS

Shopify , WordPress, Expression Engine, Square space



Digital Marketing Specialist - SEO & Social Media



CERTIFICATES

Web developer

The certificate, though obtained later through self-learning, is relevant as it validates my acquired web development skills, applied in optimizing an e-commerce site for enhanced user experience and functionality.

EXPERIENCE

Digital Marketing Specialist - SEO & Social Media (Remote)

2023 – Present | London, UK

- Boosted online visibility by 20% and organic traffic by 15% through advanced SEO strategies.
- Created SEO-focused content, driving a 25% increase in click-through rates.
- Enhanced digital marketing campaigns, improving performance metrics by 25%.
- Streamlined team efforts, resulting in a 30% increase in marketing efficiency.

AWF Virtual Services

Web developer (Hybrid)

2024 | Islamabad, Pakistan

As a Web Developer at AWF-Virtual Services, I lead the development of dynamic, responsive websites tailored to client needs and industry standards. I manage secure payment integrations, develop custom themes, and optimize site performance. Committed to continuous learning, I stay updated on emerging technologies to deliver innovative solutions, contributing to project success and a reputation for excellence in web development.

PROJECTS

hollyholistic

- Developed and maintained the company's e-commerce website specializing in coffee products.
- Implemented web development strategies to enhance user experience and optimize product listings.
- Facilitated seamless online transactions and improved overall website functionality.

1004gourmet

- Enhanced user experience and product presentation through strategic web development.
- Improved online transactions, boosting website functionality and customer satisfaction.
- Managed order processing for efficient and timely deliveries.
- Quickly resolved website issues, ensuring a user-friendly interface and addressing technical challenges.

KingRoy on Noon & Amazon

- Implemented strategic techniques to enhance product visibility and attract target audiences.
- Managed inventory and pricing strategies to align with market trends and competitor analysis.
- Regularly monitored and updated listings to stay competitive and improve overall product performance.