

Dayam Ali Aslam

SEO & Marketing Manager

Contact

Address

Mitcham Greater London

Phone

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Skills

Designing for social media

CPanel, HTML, CSS, Bootstrap etc.

Proficiency in all areas of Microsoft Office, including Access, Excel, Word and PowerPoint

Excellent communication skills, both written and verbal

Personal statement As an accomplished WordPress Developer and SEO Manager, I bring a wealth of expertise in web development and search engine optimization. My career journey has equipped me with a versatile skill set that spans the realms of design, development, and digital marketing. I began my journey with Designs Valley, where I honed my skills in JavaScript, PHP, and crafting responsive, mobile-friendly websites. My proficiency extends to HTML, CSS, Bootstrap, and the customization of WordPress themes and plugins. Additionally, I possess a creative edge, allowing me to excel in website design while prioritizing security and ensuring a smooth user experience. Transitioning to Skyray Ventures marked a pivotal point in my career. In the realm of SEO, I became adept at conducting comprehensive keyword research, implementing effective backlinking strategies (including profile and guest posts), and actively engaging in forums to enhance online visibility. My expertise also extends to domain acquisition, staying attuned to market trends, executing impactful email marketing campaigns, and managing social media platforms with precision. I am now poised to take my expertise to the next level by contributing my skills and dedication to your esteemed organization. My passion for web development and SEO, coupled with my commitment to staying at the forefront of industry advancements, positions me as a valuable asset ready to drive your digital initiatives forward.

Work History

2019-12 -
2023-09

Wordpress Developer and SEO Strategist

Skyray Ventures

- Achieved 6 Million Dollars in 3 Years with Marketing
- Designing, Development, Deployment and maintenance of websites according to requirements and standards
- Handling of Media Outlets owned by company and strategies to Build Brand Awareness
- Developing optimization strategies that increase the company's search engine results rankings
- Research SEO keywords to use throughout the company's website and marketing materials
- Setting measurable goals that demonstrate improvement in marketing efforts
- Monitoring daily performance metrics to understand SEO strategy performance
- Updating content and website links for maximum optimization and search engine rankings
- Outreaching, Link building, Email Marketing, social media, Training Team and more.

2018-06 -
2019-07

Web Developer

Designs Valley

- Successfully developed and maintained websites for our clients
- Meeting with clients to discuss website design and function
- Designing and building the website front-end
- Creating the website architecture
- Designing and managing the website back-end including database and server integration
- Customizing WordPress themes and plugins
- Conducting website performance tests
- Troubleshooting content issues
- Conducting WordPress training with the client
- Monitoring the performance of the live website.

Education

2023-08 -
Current

MSc: Digital Marketing

York St. John University - London

2015-09 -
2019-07

Bachelor of Science: IT

University of Education - Lahore

GPA: 3.02, GPA: 4.0

2013-03 -
2015-03

Pre: Engg

Islamia Collage Civil lines Lahore Matriculation

2011-03 -
2013-03

Matriculation

Islamia Collage Civil lines - Lahore