

Muhammad Yamin Aslam

Rawalpindi 46000

malikyaminaslam@gmail.com

+92 307 4357472

Malik Yamin is a web developer and SEO specialist passionate about creating compelling online experiences and driving organic growth. He specializes in WordPress customization and Shopify development, delivering tailored solutions for diverse client needs. His expertise includes local SEO, on-page and off-page optimization, and end-to-end web development for WordPress and Shopify. Malik ensures responsive, user-friendly, and visually appealing websites. He is dedicated to delivering high-quality work and exceptional service to elevate clients digital footprints and achieve their business goals.

Work Experience

Digital Marketing Specialist

LAAL Developers

March 2024 to Present

- Developed lead generation campaigns on Facebook, optimizing for reach and engagement.
- Conducted keyword research, integrating top-ranking terms into ad campaigns.
- Monitored campaign metrics, providing detailed performance reports and recommendations.
- Implemented cost-reduction strategies, reducing lead generation costs by 50% and increasing lead quality and conversion rates.
- Fostered client relationships, tailoring strategies to meet their needs.

Freelance Digital Marketing Specialist (Google Ads)

Freelancer

January 2021 to Present

- Managed Google Ads campaigns, optimizing for maximum ROI and targeting diverse markets.
- Created and refined ad copy, utilizing A/B testing for improved CTR and conversion rates.
- Conducted keyword research and integrated with local SEO efforts.
- Monitored campaign metrics, providing data-driven insights for optimization.
- Maintained client collaboration, ensuring satisfaction and long-term partnerships.

Freelance Web Developer (WordPress & Shopify)

Freelance Web Developer (WordPress & Shopify)

January 2020 to Present

- Developed over 50 custom WordPress sites with responsive design and high performance.
- Customized Shopify stores, integrating payment gateways, and enhancing functionality.
- Conducted SEO and performance optimization, improving search rankings and load times.
- Collaborated with clients to understand goals, manage projects, and provide support.
- Integrated digital marketing tools, boosting online visibility and engagement.

Freelance Business Developer

Fiverr

January 2019 to Present

- Conducted market research, identifying new business opportunities and strategies.
- Acquired and retained clients, building strong relationships through personalized service.
- Created and implemented business development plans, achieving sales targets.
- Developed compelling proposals and presented to stakeholders.
- Utilized CRM to track performance, adjusting strategies based on data insights.

Education

High school diploma or GED

The Sun Beam Model School - Rawalpindi

August 2005 to April 2012

Skills

- Business Development (5 years)
- Web Development (3 years)
- Graphics (3 years)
- Local SEO (2 years)
- Google Maps Listing (2 years)
- Google My Business (2 years)
- Digital Marketing (4 years)
- Google Analytics (3 years)
- Search Engine Optimization (SEO)
- Google Ads (3 years)
- WordPress (4 years)
- Google AdWords (4 years)
- Blogging (5 years)
- Branding (2 years)
- Social Media Management (5 years)
- Analytics (2 years)
- Content Management (3 years)
- Facebook Advertising (5 years)
- Marketing (6 years)
- Keyword Research (4 years)
- Content Creation
- PPC Campaign Management (3 years)

Languages

- English - Fluent

Links

<https://www.behance.net/malikyamin>

<https://www.fiverr.com/malikyamin>

<https://www.linkedin.com/in/malikyamin/>

Certifications and Licenses

Foundations of Digital Marketing and E-commerce from Google

August 2023 to Present

- Define the fields of digital marketing and e-commerce
- Describe the job responsibilities of an entry-level digital marketer and e-commerce specialist
- Explain the concept of a marketing funnel
- Understand the elements and goals of a digital marketing and e-commerce strategy