

Abdullah Basar Maruf

Web Content Specialist and Designer
[Postfolio Site Link](#)

197 Road 18, South Banasree, Khilgaon 1219, Dhaka, Bangladesh
(880) 1742651501
info@abdullahbasarmaruf.net



CAREER OBJECTIVE

I am an experienced Web Content Specialist and Designer with over 5 years of expertise. My specialty lies in creating engaging digital experiences and promoting brand success through innovative design and strategic digital content. I am enthusiastic about using my skills and creativity to take your projects to the next level.

EXPERIENCE

[Print In London](#), London (Remote Job)

Design, Web & Marketing

April 2021 - Present

As the current overseer of Print's online sector in London, my responsibilities encompass the management of **Web Design & Content, Graphic Design, Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Marketing (SMM)**. My primary objective is to amplify organic traffic and augment web-based revenue.

I achieve this goal through the implementation of effective SEO strategies, which include comprehensive content optimization, robust link-building, and engaging graphic design. These strategies have resulted in significant improvements in website performance, which have contributed significantly to the company's ongoing online success.

I have to manage on average **5 UK clients** daily with printing design. Till now designed and managed **500+ products** and **12 website** for Print In London.

Also Managed Ebay Shop, Products designing, uploading and dealing with clients.

I also Managed PRINT IN LONDON's 4 Sub Projects

1. Print Shop London, 2. Poster Printing London, 3. T Shirt Print London and 4. 24 Hour Printing London

EDUCATION

Stamford University Bangladesh — BSc in CSE

January 2017 - February 2022

CGPA 3.75 out of 4

I studied all Computer Science Engineering stuff (164 credits) such as **Web Design & Development, Computer Architecture, Programming fundamentals to advance, Database, Networking & Communications**

SKILLS

4+ years experience of designing on Adobe Creative Suite also 2 years Canva and 1 year Figma

3.5+ years experience Web Front End Design (UI Design).

4+ years experience of R&D

2+ years experience of SEO

4+ years experience of SMM

4+ years experience of Web Content Strategy (Social Media Platform)

1 years experience of Basic Video Editing using Filmora 9 & X

2 years experience of designing and selling digital products

TRAININGS

Professional UI and UX Design from DEVSkill for 4 months and 3 months Internship

Professional Graphics Design training at UY LAB for 6 months.

Professional Graphics Design Basics, Intermediate and Advance at Udemy for 6 month.

Professional Video Editing and Digital Marketing On Social media platform

Web Design And Wordpress theme integration at [UY LAB](#) (3 month)

PROJECT

Large Print London (www.largeprint.london)

Project Duration: 3 months

Setting Brand Identity:

Created a distinctive brand logo.
Defined a cohesive brand color palette.
Established a unique brand typography.

Graphic Design:

Developed 150+ pieces of artwork for various purposes.
Crafted 20+ custom icons for brand representation.
Produced 7 promotional videos to enhance brand visibility.

WEB and UI UX:

Website Architecture:

Designed the website wireframe for a clear structure.
Developed a robust website structure for optimal UX.
Implemented interlinking for seamless navigation.

UI/UX Design:

Executed UX writing to enhance user understanding.
Created responsive designs for optimal viewing on mobile devices.
Designed customized headers and footers for a polished look.
Developed feature sections and FAQ layouts for over 40 pages.
Designed 30+ individual product pages for a comprehensive showcase.

Digital Marketing:

Crafted SEO-friendly content for enhanced online visibility.
Executed on-site SEO strategies to improve search engine ranking.

Design Tools:

Leveraged Figma for collaborative design processes.
Utilized Photoshop and Adobe Illustrator for detailed graphic work.
Employed Canva for additional design elements.
Integrated Smart Mockup for realistic product presentations.

Development Platforms:

Used Semrush and GKP for R&D
Incorporated Chat GPT for language-related tasks.
Employed WordPress as the website development platform.
Leveraged Elementor Pro for enhanced page building.

Performance Metrics:

Achieved an overall site grade of "A".
Attained a 97% score for website performance.
Secured a 95% score for site structure.

[GT Metrix Full Report](#)

Conclusion:

The collaborative efforts resulted in a visually appealing brand identity, a user-friendly website, and excellent digital performance. The GT Matrix Report reflects the success of the project, showcasing high scores in both performance and structure. The use of diverse design tools and platforms contributed to a well-rounded and effective online presence for Large Print London.

QUALIFICATIONS

Excellent communication capability

Effective team management & Strong leadership quality

Creative and innovative thinking

Energetic and self-motivated

ADOBE SUITE

Adobe Illustrator cc
Adobe Photoshop cc
Adobe XD
Adobe InDesign
Adobe PremierePro

GOOGLE SUITE

Google Search Console
Google Cloud Console
Google Analytics
Google Keyword Planner
Google My Business

Tools

Design:

Ps, Ai, Figma, Canva, SmartMockup

Site Analysis and R&D:

Semrush, Ahref, GSE

Tracking:

Top Tracker, Toggle

Project Management Tool:

Notion, Trello, Jira

Content Generation:

ChatGPT 4, Grammarly

PERSONAL INFORMATION

Father's Name : Abul Basar
Mother's Name : Maksuda Basar
Nationality : Bangladeshi
Date of birth : 17th August 1999
Religion : Islam
Blood group : A (+ve)
Blood group : A (+ve)

PERMANENT ADDRESS

Village : Sakhipur Sarkar Kandi
P/O : Sakhipur
District : Shariatpur
City : Dhaka
Country : Bangladesh

REFERENCES

Tanzim Abir

Head of Marketing at Tee Print London
East London, Poplar E14
Email: tanzim1441@gmail.com

FIND ME

[Portfolio Site](http://abdullahbasarmaruf.net) - abdullahbasarmaruf.net
[LinkedIn](https://www.linkedin.com/in/maruf-cse)/maruf-cse
[GitHub](https://github.com/marufcs063)/marufcs063
[FaceBook](https://www.facebook.com/abdullahbasar.maruf)/abdullahbasar.maruf

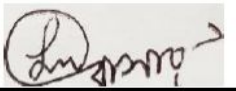
LANGUAGE

Bangla: Bilingual proficiency
English: **Professional Working Proficiency**
Arabic: Basic Reading

PROFESSIONAL INTEREST

Reading Books
Learning New Technology
Problem Solving

I thereby declare myself that all the statements in this resume are correct and authentic to the best of my knowledge and belief.



ABDULLAH BASAR MARUF

5 January 2024