

MARYAM AHMED

WEB DESIGNER / DEVELOPER & SEO EXPERT

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PROFILE

Results-driven digital professional with 3+ years of experience in web development and SEO. Skilled in building responsive websites, eCommerce platforms, inventory systems, and custom management solutions that improve business operations. Experienced in driving organic growth through data-led SEO strategies, improving search rankings, and increasing website traffic. Proven ability to deliver practical digital solutions that align with business goals and generate measurable results for world wide clients.

WORK EXPERIENCE

SEO Specialist – AACE, UK (2023 - Present)

- **Developed and implemented SEO** strategies to improve website rankings and organic traffic.
- **Conducted keyword research** and optimized content for improved SEO performance.
- **Monitored and analyzed** website performance through tools like Google Analytics, providing insights for optimization.
- **Performed on-page** and off-page SEO, including link building and content enhancement.
- **Assisted in the creation** and maintenance of responsive WordPress websites, ensuring proper SEO optimization. **Social Media Management:** Managed social media content, designed visual posts, and assisted in video production for campaigns (including reels and ads).
- **Tools Used:** Proficient in Meta Ads Manager, Google Analytics, and SEO tools.

Website Designer – Alumination, UK (2023 - Present)

Designed and developed responsive WordPress websites with custom themes, enhancing user experience and SEO. **Collaborated on UI/UX design** projects to improve site navigation and accessibility.

UI/UX Design: Contributed to enhancing the user experience by designing intuitive layouts and improving website usability.

Content Creation: Assisted in creating video content for marketing campaigns across Instagram, Facebook, and LinkedIn.

Front-End Developer – (2024 - Fresher)

- **Developed interactive websites** and web apps, using JavaScript, HTML, CSS, and WordPress.
- **Assisted in creating visual assets** and banners for campaigns using Canva, Photoshop, and Illustrator.
- **Focused on creating** user-friendly, responsive web layouts that enhance the user experience.
- **Built a Sudoku game in Python** with a user-friendly GUI and complete game logic, including puzzle validation and interactive gameplay features.

EDUCATION

2025 JUW UNIVERSITY

Undergraduate (BS

Software Engineering)

SKILLS

- **Web Development:** HTML, CSS, JS, WordPress, Front-End Development
- **SEO:** On-Page SEO, Off-Page SEO, Technical SEO, Google Analytics, Meta Ads Manager Social Media Marketing: Facebook Marketing, Instagram Marketing, Social Media Campaigns
- **UI/UX Design:** User-Centered Design, Wireframing, Prototyping, Responsive Layouts
- **Content Creation:** Video Editing, Social Media Content, Canva,
- **Languages:** Python, java

CERTIFICATES

Front-End Developer, **Code-Alpha**

WordPress Web Designer,

Alumination

SEO Certified, Google Analytics,

Coursera

Social Media Marketing, **Udemy**

UI/UX Design, **FreeCodeCamp**

Deloitte Australia Technology Job Simulation on Forage (July 28, 2026)

- Completed a job simulation involving development and coding
- Wrote a proposal for creating a dashboard

Walmart USA Advanced Software Engineering Virtual Experience Program on Forage (June 29, 2026)

- Completed the Advanced Software Engineering Job Simulation where I solved difficult technical projects for a variety of teams at Walmart.
- Developed a novel version of a heap data structure in Java for Walmart's shipping department, showcasing strong problem-solving and algorithmic skills.
- Designed a UML class diagram for a data processor, considering different operating modes and database connections.
- Created an entity relationship diagram to design a new database accounting for all requirements provided by Walmart's pet department.