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# Abdul Samad Patni

WordPress Developer with Lead Management & IT Specialist

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Dubai - United Arab Emirates



## PROFESSIONAL SUMMARY

WordPress Specialist with Lead Management & IT Specialist with over 4 years of experience in developing, optimizing, and managing websites as a WordPress Specialist. Adept at creating custom WordPress websites and integrating seamless payment gateways for secure transactions. Skilled in lead management through CRM platforms like Zoho, HubSpot, Microsoft Dynamics, and LeadRat, driving efficient sales funnel optimization and team coordination.

Expert in property listing management, leveraging platforms like Property Finder and Bayut to showcase real estate portfolios and enhance visibility for potential clients.

Experienced IT Support professional proficient in troubleshooting, system maintenance, and providing technical assistance to ensure optimal website performance and operational efficiency.

## Dubai Key Projects

**Trinity Dubai (trinitydubai.ae)** – Real Estate Broker Agency Website - Developed a custom WordPress website for Trinity, a prominent real estate broker agency in Dubai, revolutionizing the online presentation of off-plan properties for sale across Dubai and the UAE. **TRINITY**

**Dhikr – Next-Generation Islamic Mobile Application** - Collaborated as a key team member in designing and developing Dhikr, a Dubai-based mobile application aimed at helping users discover inner peace through consistent spiritual practices. **dhikr.io**

## EXPERIENCE

### Global Talent Resources (Oct 2023 - Present) Dubai UAE

*WordPress Developer | Social Media Manager*

- Develop and manage WordPress websites, ensuring high-quality digital platforms to showcase services, client portfolios, and talent acquisition solutions tailored to the Dubai market.
- Enhance website visibility and search engine rankings by implementing WordPress SEO strategies, utilizing tools like Yoast SEO and Rank Math to optimize content, meta tags, and site structure.
- Design and execute social media strategies across platforms like Instagram, LinkedIn, and Twitter, creating engaging content to promote services, attract talent, and increase brand awareness

- Oversee content management in WordPress websites, curating and updating job listings, service descriptions, and client-focused content to ensure accurate, engaging, and up-to-date information for talent acquisition and business growth.

## MASARRATI IT STUDIO (Nov 2020 – Aug 2023) India

### WordPress Developer | IT Support | Lead Management

- Developed and maintained responsive WordPress websites for diverse clients as well as the MASARRATI corporate site.
- Managed property listings for a real estate client by updating listings on the company website and major property portals (Property Finder, Bayut, Dubizzle), while overseeing CRM-based lead management to optimize engagement.
- Implemented WordPress SEO using Yoast SEO and Rank Math to optimize meta tags, structured data, and on-page elements.
- Built and customized WooCommerce websites, streamlining product listings, checkout processes, and payment gateways to boost conversion rates and provide a smooth shopping experience.
- Provided comprehensive IT support, troubleshooting issues and ensuring optimal website performance and security.

## PROJECTS

 <p>Trinity Real Estate Dubai</p>	 <p>SRS Consultant Dubai</p>	 <p>Mecca Payments United States</p>
 <p>Furniture 99 United Kingdom</p>	 <p>Dhikr.io Dubai UAE</p>	 <p>Innovative Care Saudi Arabia</p>
 <p>Recast Labs India</p>	 <p>MS Spares India</p>	 <p>Supreme Air Travels India</p>
 <p>PAWMENCAP India</p>	 <p>Showbageecha India</p>	 <p>The Organic Supplies India</p>
 <p>Nimma Narayan Developers India</p>	 <p>Enaida Beauty India</p>	 <p>Vaibrant Vortex India</p>

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## SKILLS

- WordPress, Web Development, Shopify, Elementor, WP Bakery, Divi Builder
- Social Media Management (SMM) & Search Engine Marketing (SEM)
- Content Management & Branding, E-commerce & Product Listing: Expertise in e-commerce product listings, optimizing product descriptions, images, and categories for improved user experience and conversions
- Payment Integrations & Gateways: Proficient in integrating secure payment gateways such as Razorpay, PayPal, and custom payment APIs into websites for seamless transactions
- Keyword Analysis & Blog Writing: Skilled in keyword analysis to drive organic traffic, with experience in writing optimized blog content to improve search engine rankings and engage target audiences
- Front-End Development: Figma UI/UX, HTML, CSS, JavaScript, GIT
- CRM Software: Proficient with Zoho Service Now, HubSpot, Jira, Microsoft Dynamics & LeadRat
- Troubleshooting hardware, software, and network-related issues.
- System maintenance, security updates, and routine backups

## CERTIFICATIONS

- Figma to WordPress: Learn to Design and Build Website - *Issued by Udemy*
- Mastering WordPress: WordPress Development and Monetization - *Issued by Udemy*
- Create your E-Commerce store with Shopify - *Issued by Coursera*

## EDUCATION

**Osmania University, Hyderabad** - *Bachelor of Computer Applications*