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FARAH MUHAMMAD IMRAN

"Versatile Telecom Engineer | SEO Specialist | Canva Designer | Power BI Analyst – Driving Digital Transformation and Data-Driven Insights"

Executive Profile

Offering over 8 years of experience

Gained exposure in spearheading SEO and Digital Marketing activities encompassing Search Engine Optimization (On-Page & Off-Page), Content Strategy, Keyword Research, Website Audits, Backlink Building, Traffic Analysis, Competitor Research, and Performance Optimization. Skilled in driving online visibility, improving search engine rankings, and enhancing user engagement through data-driven strategies and creative marketing solutions

Custodian of Creative Design and Visual Storytelling; Specializing in Crafting impactful branding materials, marketing collateral, and engaging social media content using Canva. Expertise in designing solutions that enhance brand identity, drive audience engagement, and contribute to long-term improvements in market presence, customer retention, and digital outreach.

Collaborated directly with Businesses Across Various Industries to Design and optimize websites, leveraging AI-driven tools and technologies to enhance user experience and functionality. Successfully addressed client-specific operational challenges, delivering innovative digital solutions that align with their strategic goals and drive measurable outcomes.

Skilled in Analyzing Telecom Operations, Network Performance, Infrastructure costs, revenue streams, and technical commitments to project future operational efficiencies and optimize resource allocation. Proficient in providing actionable insights and detailed reports as part of regular technical performance reviews and strategic planning initiatives.

Academic Details

- ❖ Telecommunication Engineering
- ❖ TEFL\TESOL
- ❖ Professional SEO Course
- ❖ Canva
- ❖ Power Bi

Key Impact Areas



SEO & Digital Marketing: On-Page/Off-Page Optimization, Keyword Research, Content Strategy, and Campaign Management.

Graphic Design: Canva Design, Branding, and Social Media Graphics.

Data Analytics: Power BI Dashboards, Performance Analysis, and Reporting.

Web Development: UI/UX Optimization, AI Integration, and Website Maintenance.

Client Collaboration: Tailored Solutions, Client Requirement Analysis, and Team Leadership.

Soft Skills

Willingness to Learn



Communication

IT Skills

SEO Tools: Google Analytics, SEMrush, Ahrefs

Digital Marketing: Google Ads, Facebook Ads

Design: Canva, Adobe Photoshop

Data Analytics: Power BI, Excel

Web Development: HTML, CSS, WordPress

AI Tools: Website optimization and automation

Professional Experience

Symbios.pk Symtis-Pakistan Symbios.pk is one of Pakistan’s first and most experienced e-commerce stores. Since 2006 we have helped around a ‘Million Customers’ happily get what they wanted all across Pakistan. They sell electronics, gadgets and tech product champions, with wide variety of brands across key categories like Mobile Phones, Laptops & Tablets, Smart Watches, Cameras, Home and Living, Sports & Fitness, Health and Beauty, Automobile Accessories, etc.	Dec’2009 to 2013
360training.com 360training lead the way in online training and certification, setting the bar high for excellence in education across various industries in the United States.	March’2021to2022

Role & Responsibility:

- Strategy & Planning:** Develop and implement strategies to enhance business performance across various digital platforms.
- Team Leadership:** Manage and mentor teams, ensuring alignment with company goals and fostering collaboration.
- Client Management:** Work directly with clients to understand their needs and deliver tailored solutions.
- Project Execution:** Oversee the end-to-end execution of projects, ensuring timely delivery and quality standards.
- Optimization & Improvement:** Continuously monitor and optimize processes, systems, and strategies to improve efficiency and results.
- Reporting & Analysis:** Provide regular performance reports and data insights to support decision-making and future strategies.
- Technical Support:** Troubleshoot and resolve technical issues to ensure smooth operations.
- Innovation & Technology:** Stay updated with the latest industry trends and integrate new technologies to drive business growth.



Personal Details

Date of Birth: 25th September 1990
Languages Known: English & Urdu
Address: Dubai, United Arab Emirates