Fatima Shakeel

Sharjah, UAE | +97 150 737 1095 | [fatimashakeel98@gmail.com](mailto:fatimashakeel98@gmail.com) |[LinkedIn](https://www.linkedin.com/in/fatimashakeel24/) | [Portfolio](https://fsawrites.com/portfolio)

**Wordpress Designer | Content Manager**

Adaptable, innovative, results-driven, and technical WordPress professional showcasing with experience in website design, content optimization, and lead generation and a proven track record driving user engagement, search ranking elevations, and business conversions. Envisions opportunities for organizational growth & triggers change while championing quality, user-centric designs, and SEO best practices.

# SKILLS

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| --- | --- | --- |
| * WordPress Expertise | * Client Engagement | * Yoast SEO Mastery |
| * Content Optimization | * Divi Framework Proficiency | * Digital Strategy Formulation |
| * Lead Generation Mastery | * Marketing List Utilization | * Cross-Functional Collaboration |
| * SEO Implementation | * Web Aesthetics Enhancement | * Web Traffic Analysis |
| * Theme Customization | * Strategic Outreach Planning | * Customer Relationship Management |

# EDUCATION & PROFESSIONAL DEVELOPMENT

**MPhil: Computer Science** | University of Sialkot, Pakistan | 2020 - 2022

**Bachelor of Science: Software Engineering** | University of Gujrat | Pakistan | 2015 - 2019

**FSC Pre-Engineering** | Pakistani Higher Secondary School | United Arab Emirates | 2013 - 2015

**Matric in Science** | Pakistani Higher Secondary School | United Arab Emirates | 2011 - 2013

# PROFESSIONAL EXPERIENCE

**OPMC AUSTRALIA | NOVEMBER 2022 – PRESENT**

**Lead Generation (July 2023 – Present)**

* **Sales Lead Generation:** Leveraged marketing lists to unearth potential sales leads; expanded the sales funnel and also manifested in a tangible increase in conversion rates, underlining the precision of the lead generation process.
* **Lead Categorization & Streamlined Outreach:** Adopted a methodical approach to categorizing leads, ensuring each potential client receives personalized outreach; expedited communication times, fostering swifter business negotiations.

*Key Achievements:*

* Successfully onboarded new clients within the first few months, a testament to the efficacy of the lead generation and management strategies, thereby bolstering OPMC's client portfolio.
* Introduced an innovative lead categorization system that was later adopted company-wide, leading to more efficient outreach and a notable improvement in response rates from potential clients.

**Wordpress Content Manager (November 2022 – Present)**

* **Article Implementation via Divi Framework:** Leveraged the capabilities of Divi Framework, curating and embedding rich, value-driven articles; enhanced website navigation and increased monthly user engagement.
* **On-Page SEO:** Employed Yoast SEO to optimize on-page elements, refining meta-descriptions, keywords, and content structure; instrumental in catapulting site's search engine rankings, observing a remarkable uptick in organic traffic and augmenting overall site visibility in a saturated digital ecosystem.

*Key Achievements:*

* Successfully augmented the website's average session duration within months, testament to the enhanced user experience and content relevancy, reinforcing OPMC's digital footprint.
* Pioneered an SEO strategy that saw a noteworthy increase in keyword rankings, with keywords now featuring on the first page of search results, heralding a new era of digital prominence for OPMC.

**FIVERR & UPWORK | NOVEMBER 2020 – PRESENT**

**Wordpress Designer & Content Optimization**

* **Website Architecting:** Championed conceptualization and deployment of WordPress websites, ensuring tailored user experiences, which attracted over thousand monthly visitors and cemented client reputation in the digital stratosphere.
* **Theme Personalization:** Navigated the intricate corridors of WordPress theme design by leveraging profound customization techniques; engendered a distinct online identity for each client, bolstering site uniqueness and catalyzing user engagement.
* **Content Management & On-Page Optimization:** Assumed custodianship over content landscapes, refining blog content and on-page elements; this holistic approach proliferated organic traffic, establishing sites as authoritative nodes in niche sectors.

*Key Achievements:*

* Recognized by clients for delivering projects that amalgamate design acumen with SEO prowess, resulting in a measurable uptick in user time-on-site and conversion rates.
* Introduced an innovative content structuring approach that was replicated across projects, heralding an average improvement in site navigation and user satisfaction.

**CAREER ADVISOR | NOVEMBER 2021 - JANUARY 2022**

**Wordpress Internship**

* **Web Development Mastery:** Imbibed critical competencies around WordPress Page Builder tools, seamlessly transitioning theoretical knowledge into practical prowess; this foundational grounding expedited project turnaround times during the tenure.
* **Site Rectification & Feature Enhancement:** Embraced the role of a site custodian by proactively identifying and remedying site-related issues and feature glitches; ensured uninterrupted user experiences and fortified site uptime.
* **Theme Customization & CSS Wizardry:** Pioneered theme adjustments by dexterously employing CSS methodologies, accentuating website aesthetics, and ensuring alignment with client brand ethos; this design refinement led to a surge in user session duration.

*Key Achievements:*

* Acknowledged as the top-performing intern, having executed website modifications with a precision rate, substantiating a reputation for meticulousness and technical prowess.
* Conceived a novel CSS-based design alteration that was adopted as a best practice, fostering enhanced visual cohesion across multiple projects and augmenting user interaction metrics.

# IT SKILLS

Microsoft Office Suite (Word, Excel, Outlook, PowerPoint) | WordPress | Shopify | HTML | CSS | UI/UX

# LANGUAGES

**English** (Fluent) | **Urdu** (Fluent)

# LICENSURE AND CERTIFICATION

UI/UX Design: Erozgar

Web Development Certificate (WordPress, PHP, HTML, CSS, Java Script): Erozgar.

WordPress: Digiskills.pk

Advanced Web Development (ASP.NET): Theta Solutions

Microsoft Word, Excel, PowerPoint, Access: Computer Centre & Technical Consultant

IELTS Score: 6