

Md SHERAJUL ISLAM

SHOPIFY WEB DESIGNERS (E-COMMERCE SITE BUILDER) SOCIAL MEDIA MARKETING EXPERT



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EDUCATION

SHOPIFY COMMERCE SITE DESIGN AND MANAGING

Social Media Expert / Bog / 2018

Education Information
2018 - Certification in Social Media
Marketing

Institution: Udemy

Key Learnings:

Social media strategy development
Content creation and curation
Platform-specific best practices
(Facebook, Instagram, Twitter, LinkedIn,
YouTube, TikTok)
Analytics and performance tracking
Community engagement techniques
Paid advertising on social media
platforms

**2019 - Certification in Shopify
Development and E-commerce Site
Management**

Institution: Udemy

Key Learnings:

Shopify store setup and configuration
Theme customization and responsive
design
Product listing and inventory
management
Integration of payment gateways and
shipping solutions
SEO for Shopify stores
Marketing strategies for e-commerce
Customer service and support
management
Additional Relevant Skills Acquired:
Social Media Tools Proficiency: Expertise
in using tools like Hootsuite, Metricool,
Buffer, and Sprout Social for scheduling,
monitoring, and analyzing social media
campaigns.
Design Skills: Proficient in Adobe
Photoshop, Canva, and other design
tools for creating engaging social media
graphics and ads.
Shopify Apps and Integrations:
Experience with various Shopify apps for
email marketing, abandoned cart
recovery, customer reviews, and more.
SEO and SEM: Understanding of search
engine optimization and search engine
marketing to drive traffic to e-commerce
sites.
Practical Experience:
Since completing these certifications in
2018, I have successfully applied my
skills to numerous projects, including:

Managing social media accounts for
various brands.
Developing and optimizing Shopify
stores.
Running influencer marketing
campaigns.
Engaging with online communities.
Analyzing and reporting on social media
and e-commerce performance.

SKILLS

web design ecommerce

social media marketing

social commerce

ecommerce marketing

advertisement

seo

issues fixing

social post design

LINKS

atworkbd.com



@atworkbd

LANGUAGES

English

I am a seasoned Shopify Web Designer specializing in e-commerce site building and customization, ensuring seamless and visually appealing online stores. With extensive experience in social media marketing, I develop and execute strategies to enhance brand visibility and engagement across platforms like Instagram, Facebook, Twitter, YouTube, and TikTok. My expertise in both web design and social media marketing enables me to drive traffic and conversions, ultimately boosting your brand's online presence and sales.

WORK EXPERIENCE

Fiverr, Upwork & PeoplePerHour

Jan 2018 - Present
World Wide

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Hi there,

I hope you're doing well. I wanted to share a bit about my extensive experience and expertise as a freelancer over the past five years, which I believe will highlight my ability to meet your needs effectively.

Professional Experience:

Project Completion: I have completed around 460 projects for approximately 250 clients across major freelancing platforms including Fiverr, Upwork, and People Per Hour.
Diverse Clientele: Working with such a varied group of clients has equipped me with the ability to understand and cater to a wide array of business needs and preferences.

Areas of Expertise:

Shopify Web Design and E-commerce Development:

Shopify Web Design: Creating visually appealing and user-friendly e-commerce websites tailored to client specifications.
Shopify Development: Developing and customizing Shopify sites to enhance functionality and user experience.
Shopify Site Customization: Tailoring themes and features to align with specific brand identities and business goals.
Shopify Dropshipping Store Design: Setting up and optimizing dropshipping stores for efficient operation and sales.
Shopify One Product Store Design: Designing specialized stores focused on single product sales to maximize impact.

Social Media Marketing:

Social Media Setup: Establishing professional social media profiles across various platforms.
Social Media Marketing: Developing and executing strategies to increase brand awareness and engagement.
Social Media Management: Managing social media accounts to maintain consistent brand presence and interaction.

Social Commerce Integration:

Facebook Shop Integration: Setting up and integrating Facebook shops for seamless social commerce.
Instagram Shop Integration: Enabling Instagram shopping features for enhanced product visibility.
TikTok Shop Integration and Approval: Integrating TikTok shops and ensuring seller center approval.
YouTube Shop Integration: Linking YouTube channels with e-commerce platforms for product promotion.

E-commerce Marketing:

Shopify Marketing: Creating and executing marketing strategies to drive traffic and sales on Shopify.
Shopify Product Listing: Optimizing product listings for better visibility and sales performance.
Shopify Dropshipping: Managing dropshipping operations and listings effectively.
E-commerce Development: Enhancing and developing e-commerce functionalities for better performance.

Advertisement:

Social Media Ads Setup and Management: Creating, running, and managing social media ad campaigns for optimal results.
Facebook Ads Management: Strategically running and managing Facebook ads to drive engagement and conversions.
Google Shopping Ads: Setting up and managing Google Shopping ads to increase product reach and sales.

SEO (Search Engine Optimization):

Shopify Site and Products SEO: Optimizing Shopify sites and product listings for better search engine ranking.
WordPress Products SEO: Enhancing the visibility of products on WordPress sites.
Wix Products SEO: Improving the SEO of product listings on Wix platforms.

Issue Resolution:

Disabling Facebook Ads Account Issues: Addressing and resolving issues with disabled Facebook ads accounts.
Fixing Shop Issues: Resolving problems with Facebook, Instagram, and TikTok shops.
Instagram Product Tagging Issues: Fixing issues related to Instagram product tagging.
Facebook Business Manager Problems: Addressing and resolving issues with Facebook Business Manager.
Product Data Feed Approval: Fixing and approving product data feeds for various platforms.
TikTok Shop Products Approval: Ensuring TikTok shop products are approved and compliant.

Social Post Design:

Image Background Removal and Photo Resizing: Editing images for better presentation on social media.
Social Media Profile Logos and Cover Photos: Designing professional logos and cover photos for social media profiles.
Social Media Post Design: Creating engaging and visually appealing social media posts.
Stories and Highlights Design: Designing stories and highlights to enhance social media presence.
If you have any questions or would like to discuss how I can assist with your project, please feel free to reach out. I'm excited about the opportunity to work with you and help you achieve your business goals.

Looking forward to connecting with you!

Best regards,
Md. Sherajul Islam