



Meraj Ali

Marketing & Business Graduate with Expertise In WordPress Designing

✉ mirajalikhan17@gmail.com ☎ +92 327 6287141 📍 Multan, Pakistan 🌐 iamdigitalmeraj

🔗 Digital Meraj

SUMMARY

- Bachelor of Business Administration (BBA) graduate specializing in Marketing from Bahria University, Islamabad (2021-2025).
- Experienced in website design, digital systems, and client-based projects through collaborations with agencies and international businesses.
- Strong understanding of business development, marketing research, and financial analysis from academic and project experience.
- Completed internships at Habib Bank Limited (Branch Banking) and Banam Marketing Pvt. Ltd. (Creative Department).
- Skilled in WordPress development, UI/UX improvement, and content strategy for digital platforms.
- Capable of translating marketing insights into creative, data-backed business solutions.
- Excellent communication, presentation, and teamwork skills; confident in cross-functional collaboration.
- Passionate about continuous learning, adapting to new business technologies, and contributing to meaningful projects in marketing, management, or business operations.

EXPERIENCE

Website Designer

Neosyss LLC

11/2024 – 05/2025

Islamabad, Pakistan

- Designed and developed custom-coded websites with advanced layouts and animations
- Enhanced user experience through interactive UI components and responsive design
- Integrated third-party plugins and tools according to project needs
- Collaborated with project managers to meet client requirements and deadlines
- Maintained website performance, consistency, and technical documentation.

Web Developer

ConnectX Services

01/2024 – 04/2024

Islamabad, Pakistan

- Managed and maintained websites for UK-based property management clients
- Improved overall UI/UX to ensure optimized user experiences
- Implemented HTML, CSS, and JavaScript for custom functionalities
- Coordinated with internal teams and clients to ensure smooth project delivery
- Maintained regular updates, backups, and performance monitoring.

Senior WordPress Developer

ThinkDot Solutions

10/2023 – 01/2024

Islamabad, Pakistan

- Developed custom Elementor websites and implemented creative layouts
- Worked closely with the CEO on design planning and execution
- Applied custom code to improve front-end functionality
- Managed multiple client projects under tight timelines
- Participated in reviews to enhance design and usability.

Branch Banking Intern

Habib Bank Limited (HBL)

07/2023 – 08/2023

Islamabad, Pakistan

- Supported daily branch operations and account management activities
- Assisted in documentation and record handling for customer accounts
- Observed client interaction and relationship management practices

- Gained exposure to core banking functions and service protocols.

Creative Intern

BANAM MARKETING

08/2022 – 09/2022

Islamabad, Pakistan

- Assisted in creating and designing digital marketing campaigns
- Supported content writing, videography, and editing activities
- Collaborated with design and strategy teams on brand communication
- Learned practical aspects of digital media buying and marketing operations.

EDUCATION

Bachelors in Business Administration

Bahria University

Marketing CGPA: 3.7/4

09/2021 – 07/2025

Islamabad

Intermediate/A-Level

City College Of Science & Commerce

Engineering Percentage: 60%

11/2018 – 07/2020

Multan

Matriculation

Jinnah High School System

Matric Percentage: 81%

2016 – 2018

Multan

SKILLS

- WordPress Development
- Website Optimization & Speed
- Website Maintenance & Optimization
- Website Building
- Website Analytics (Google Analytics, etc)
- UI/UX Design Principles
- SEO (On-Page & Technical)
- Responsive Web Design
- Plugin Configuration & Troubleshooting
- HTML, CSS, JAVASCRIPT
- Elementor & Page Builders
- Domain & Hosting Management
- AI Tools & Prompt Engineering
- Wordpress
- SHOPIFY
- JS
- HTML5
- CSS
- NO-CODE AI DESIGN TOOLS

LANGUAGES

Urdu

Expert

English

Intermediate