



ROFAEEL ASHRAF

WEB DESIGNER AND SEO SPECIALIST



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Rofashraf21@gmail.com



Cairo , Egypt

About Me

I'm a versatile and innovative SEO specialist and web designer with over three years of experience creating and managing e-commerce stores on various platforms such as WordPress, Shopify, and Expand Cart.

I am experienced in content marketing, SEO, social media, dropshipping, print-on-demand, and affiliate marketing.

Proficient in graphic design and video editing using Canva, Invideo, Camtasia, and Filmora.

Experience

Nov 2023 - present

[Digi-idea \(services website \)](#)

SEO specialist

-Platform : Wordpress

- Job role : 1- Site audiet

2- improve SEO (technical , on-page , off-page)

3- accelerate the speed of the website

4- setup meta business

Nov 2023 - present

[Islamic Art Hub \(E-commerce store \)](#)

SEO specialist

-Niche : islamic home decor

-Market : USA

-Platform : shopify

- Job role : 1- Site audiet

2- improve SEO (technical , on-page , off-page)

3- accelerate the speed of the website

4- setup meta business

5- setup pixel for FB & PINTEREST

6- translation of the store to arabic

Oct 2023

[My portfolio \(services website \)](#)

Web developer & designer

- Platform : Custom code on VScode

- Job role : 1- Design the website

2- using HTML , CSS , JAVASCRIPT

3- Using Bootstrap to design my website

4- commit to (UX & UI) rules



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Experience

Jan 2023 - May 2023

[Pet zone \(E-commerce store \)](#)

store designer and manager

- Niche : pet products
- Market : USA and Canda
- Platform : wordpress and woocommerce
- Job role :
 - 1- design the store
 - 2- import dropshipping products from CJ dropshipping platform
 - 3- setup payment gateway (paypal business)
 - 4- connect the store with social media platforms and setup pixel
 - 5- Make some deigns for products using canva
 - 6- Manage social media (FB , IG , TIKTOK , PINTEREST and youtube)
 - 7 - Writing about 25 blog posts in the site
 - 8- Improving SEO of the website and products (on page , off page and technical SEO)
 - 9- content marketing (design more than 30 post for the social media platforms and more than 15 reels , shorts and tiktok videos with trendy captions and hashtags
 - 10- preparing monthly reports for SEO and Social media improvment and analyse it
 - 11- manage the platform plugins like elementor and Rank math ant etc
 - 12- add affiliate ads to the blog posts from (amazon associates , impact and much more)
 - 13- design the visual identity of the brand

March 2022 - june 2022

[Go stylish \(E-commerce store \)](#)

store designer and manager

- Niche : women fashion
- Market : USA and Canda
- Platform : shopify
- Job role :
 - 1- design the store
 - 2- import dropshipping products from CJ dropshipping platform
 - 3- setup payment gateway (paypal business)
 - 4- connect the store with social media platforms and setup pixel
 - 5- Make some deigns for products using canva
 - 6- Manage social media
 - 7 - Advertising on social media
 - 8- Improving SEO of the website and products
 - 9- design the visual identity of the brand
 - 10- design and import some products from print on demand platforms as redbubble



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Experience

Aug 2021 - Nov 2021

Unique care (E-commerce store) 2021

store designer and manager

- Niche : Health and care products
- Market : Egypt
- Platform : Expand cart
- Job role : 1- design the store
- 2- import dropshipping products from tager platform
- 3- setup payment gateway (paypal business) and kashier
- 4- connect the store with social media platforms and setup pixel
- 5- Make some deigns for products using canva
- 6- design the visual identity of the brand

june 2021 - Aug 2021

Tigrty (E-commerce store)

store designer and manager

- Niche : women fashion
- Market : Saudi Arabia and UAE
- Platform : Shopify
- Job role : 1- design the store
- 2- import dropshipping products from kanawat platform
- 3- setup payment gateway (paypal business) and kashier
- 4- connect the store with social media platforms and setup pixel
- 5- Make some deigns for products using canva
- 6- design the visual identity of the brand

jan 2020 - march 2020

Shoply (E-commerce store)

store designer and manager

- Niche : women fashion
- Market : USA , CANADA
- Platform : Expand cart
- Job role : 1- design the store
- 2- import dropshipping products from aliexpress
- 3- setup payment gateway (paypal business)
- 4- connect the store with social media platforms and setup pixel
- 5- design the visual identity of the brand



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Certificates

Sep 2023

HubSpot Certified SEO advanced

From HubSpot academy

HubSpot's SEO course equips modern professionals with technical SEO skills, including audits, performance optimization, and page size, as well as strategic aspects like website migration management and ROI demonstration.

Sep 2023

HubSpot Certified SEO basics

From HubSpot academy

Certified in comprehensive SEO with expertise in website optimization, link building, and keyword research. Proven skills in crafting effective strategies, conducting audits, and tracking SEO progress using various tools.

Jan 2023

Digital marketing challenger track

From Udacity

Completed a digital marketing fundamentals course covering business models, customer journeys, marketing channels, KPIs, content marketing, UX design, and content measurement.

Jan 2023

Fundamental of digital marketing

From google digital garage

Acquired skills in using Analytics, Google Ads, SEO, email marketing, social media, and video to boost online presence. Learned to collect and analyze user data, create high-value content, optimize campaigns, and measure success.

Nov 2022

English course

(6 levels general & 6 levels conversation)

From Real soft house academy

Oct 2022

ICDL V6 MODULE

From Success Academy EG

Sep 2022

Human Resource diploma

From Success Academy EG

Sep 2022

Soft skills course

From Success Academy EG

Jan 2021

English course (A1 & A2 & B1 & B2)

From BUSUU



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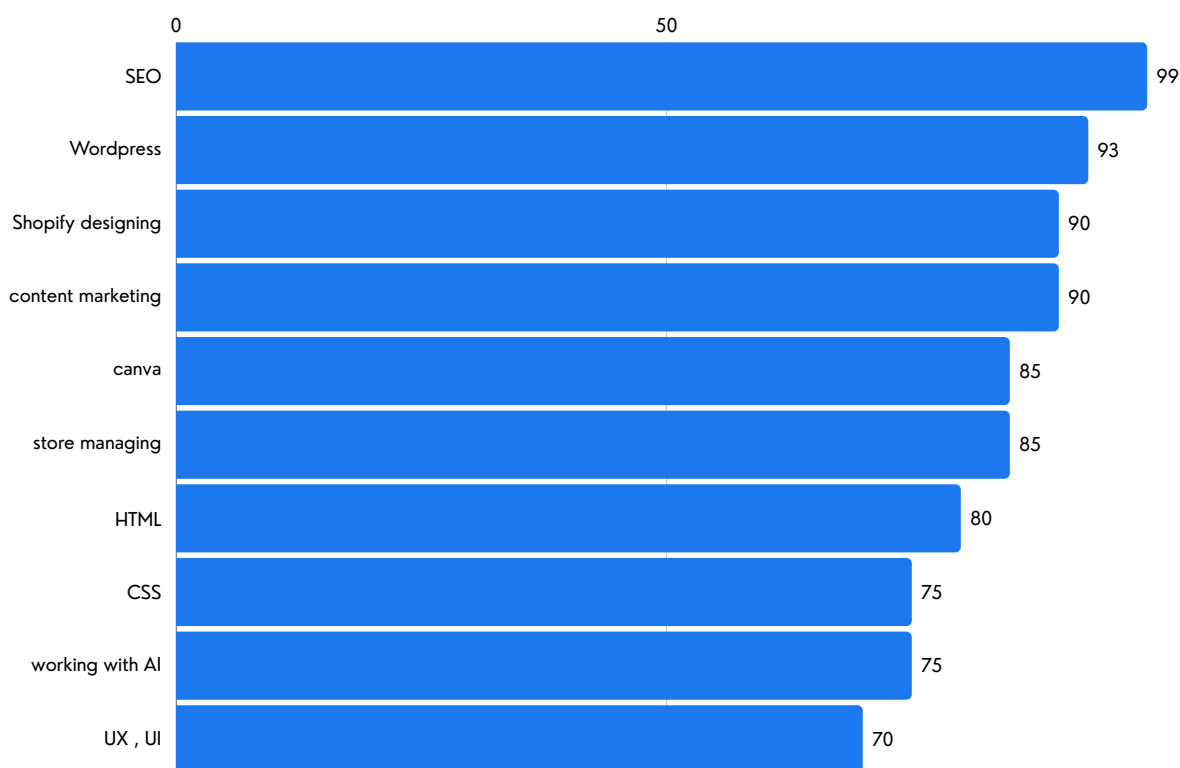
Cairo , Egypt

Education

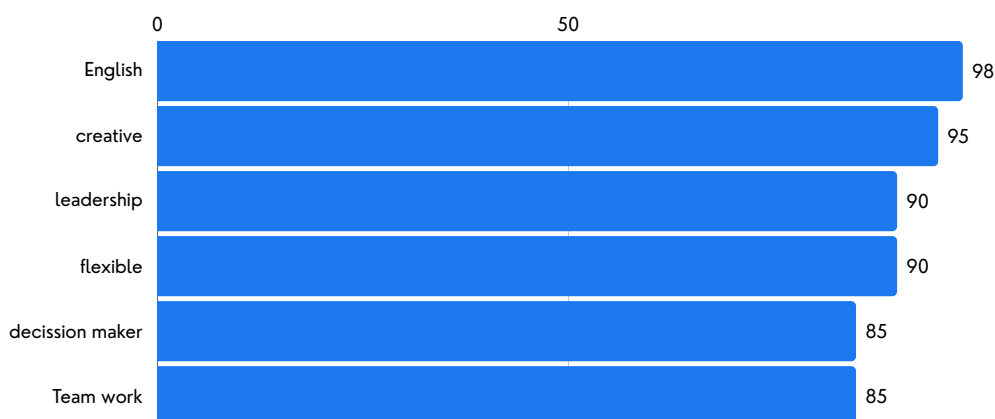
Sep2019 - July2024

Bachelor of Veterinary Medicine
from New Valley University

Technical Skills



Soft skills



- All references are available upon request