



ROFAHEEL ASHRAF

FREELANCER



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Cairo , Egypt

About Me

Versatile and innovative digital marketer and web designer with over three years of experience in creating and managing e-commerce stores on various platforms such as WordPress, Shopify, and Expand Cart. 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

Pet zone (E-commerce store) 2023

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 improvement 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

Go stylish (E-commerce store) 2022

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

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

Tigrtly (E-commerce store) 2021

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

Shoply (E-commerce store) 2020

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

HubSpot Certified SEO Specialist (Sep 2023)

HubSpot academy

Earned a comprehensive SEO certificate covering website optimization, link building, keyword research, and search engine history. Proficient in crafting effective SEO strategies, conducting audits, and optimizing site structure/content. Skilled in keyword research, topic clusters, and link building tactics. Knowledgeable about SERP structures, rich results, and structured data implementation. Proficient in tracking and reporting SEO progress using various tools.

Digital marketing challenger track (Jan 2023)

Udacity

Completed a course on digital marketing fundamentals, covering topics such as business model, customer journey, marketing channels, objectives, KPIs, content marketing, storytelling, content promotion, UX design, landing pages, and content measurement.

Fundamental of digital marketing (Jan 2023)

google digital garage

This course learn me how to use Analytics, Google Ads, SEO, email marketing, social media, video and more to boost your online presence and reach your target audience. You will learn how to collect and analyse user data, create and distribute high-value content, build an online store, optimise your campaigns and user experience, and measure your success.

English course (6 levels general & 6 levels conversation) (Nov 2022)

Real soft house academy

ICDL V6 MODULE (Oct 2022)

Success Academy EG

Human Resource diploma (sep 2022)

Success Academy EG

Soft skills course (sep 2022)

Success Academy EG

English course (A1 & A2 & B1 & B2) (jan 2021)

BUSUU



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Education

2019-2024

Bachelor of Veterinary Medicine
from New valley university

Skills

- E-commerce
- content marketing
- digital marketing
- SEO on page
- SEO off page
- Technical SEO
- graphic design
- social media manager
- affiliate marketing
- print on demand
-
- visual design
- leadership
- coaching

Language

Arabic

English

French