

### **Professional Summary**

Highly skilled WordPress Web Designer with a strong background in designing, developing, and maintaining user-friendly, visually appealing websites. Proficient in SEO techniques and best practices to optimize website visibility and rankings on search engines. Committed to creating digital solutions that meet client needs and drive online success.

### **Skills**

- WordPress Web Design
- Divi and Elementor Page Builders
- SEO Optimization (On-Page and Off-Page)
- Google Analytics, Google Search Console, SEMrush and Moz
- HTML, CSS, and JavaScript
- Responsive Design
- Website Maintenance and Troubleshooting
- Graphic Design
- Excellent Communication Skills
- Able to work independently and meet deadlines

### **Education**

Associate Degree in Digital Marketing and Integrated Communications  
Milwaukee Area Technical College (2023)

Bachelor of Science in Software Engineering and Applied Mathematics  
Azad University Tehran (2000)

### **Certifications**

- Content Marketing Certified (HubSpot), Digital Marketing Certified (HubSpot)
- Google Analytics

### **Experience**

Webmaster and Marketing (Sep 2017 - Present) Part-Time  
Armors, Mequon, WI

- Design and develop WordPress websites with user-friendly navigation, responsive design, and custom features using Divi and Elementor page builders.
- Create visually compelling layouts and graphics, ensuring an engaging user experience.
- Implement on-page and off-page SEO techniques such as keyword research, optimization, and link-building strategies to enhance website rankings on search engines.
- Conduct website audits and analyze SEO data with tools like Google Analytics, Google Search Console, SEMrush, and Moz to monitor and boost website performance.
- Perform regular website maintenance, updates, and troubleshooting to ensure peak performance, security, and SEO compliance.
- Assist in creating and editing financial documents using QuickBooks.

### **Freelance WordPress Web Designer and SEO Specialist**

**Self-Employed | Milwaukee, WI | 2017 - present**

- Manage independent web design projects, delivering customized, visually appealing, and SEO-optimized WordPress websites.
- Conduct keyword research and implement on-page SEO techniques, achieving significant improvements in website visibility and search engine rankings.
- Provide excellent customer service, addressing client needs and concerns promptly, and maintain enduring client relationships.