



MUHAMED HANAS

WEB DEVELOPER / IT ADMINISTRATOR



Know more
about me..

Visa status : Visit visa

Skills : Wordpress, SEO, IT Administration.

CONTACT

📞 056-238-5716

✉ muhammedhanas3@gmail.com

📍 Dubai Investment Park

🌐 www.itshanas.com

EDUCATION

Bachelor of Civil Engineering.

CALICUT UNIVERSITY, INDIA.
2012 - 2016

DEVELOPMENT SKILLS

- Website Development
- Wordpress
- Domain & Hosting
- SEO
- html, css & javascript
- Phpmysql, Mysql

MARKETING SKILLS

- SEM
- SOCIAL MEDIA MARKETING
- EMAIL MARKETING
- SMS MARKETING
- WHATSAPP MARKETING

PROFILE

Results-driven and versatile IT professional with 3 years professional experience in Web Development and IT administration and 4 years of freelancing experience in web Development, SEO, and digital marketing. Proficient in managing IT infrastructures, developing high-performance websites, optimizing search engine rankings, and executing comprehensive digital marketing strategies. Committed to leveraging a broad skill set to enhance business operations, boost online presence, and drive customer engagement.

WORK EXPERIENCE

• Silver Line Construction Machinery Rental LLC , Dubai

IT Administrator / Web Developer

AUG-2021 TO MAY-2024 (3 YEARS)

The works listed below are done completely individually.

- **Web Development :** Expertise in Wordpress, created high converting SEO optimized web pages and landing pages that converts more than **300+ leads per month** (equipment rental industry) and still growing.
Domain & Hosting, CDN, Wordpress, html, css, javascript, mysql,
- **SEO :** By proper keyword search and considering other factors, brought website to the top ranking position for 90% of keywords (mostly within 1 to 3 position).
Semrush, Ahrefs, Google's search console & keyword planner, and other online tools
- **Marketing :**
 - **SEM :** By proper keyword research found out high converting low budget keywords & sorted, created landing pages if needed and ran Google ads with minimum budget with maximum output.
Google keyword planner, Semrush, Wordpress.
 - **Email :** Mainly using Mailwizz software, AWS SES, creating own mail servers using cyberpanel, and some other methods.
 - **SMS & Whatsapp**

GRAPHIC DESIGN SKILLS

- ADOBE ILLUSTRATOR
- CANVA
- INVIDEO
- ONLINE PLATFORMS

IT ADMINISTRATOR SKILLS

- MAIL MANAGEMENT
- MICRODOFT 365
- UNIFY
- ROUTERS & ACCESSPOINTS
- FIREWALL & ANTIVIRUS
- AUTOMATION
- IP, PORT, DDNS

OTHER SKILLS

BASICS

- CODEIGNITER
- LARAVEL
- SHOPIFY

LANGUAGES

- English (Fluent)
- Hindi (Fluent)
- Malayalam (Native)
- Tamil (Intermediate)

- **Social Media Management** : Promoted through LinkedIn and Facebook, Increase number of followers from **97 to 10000+** in account and **0 to 6000+** in page within a year by applying strategies, **Company's public value has risen significantly**, also brought significant amount of sales through it.
- **Building Fleet Tracking Platform** : Built a complete fleet tracking platform using Traccar backend server software, made necessary change in code to communicate with Tracking Device, which can track live location, Engine status, Running hours, maintenance notification and report, remote on/off, Geofence related advance features, several notifications including maintenance,
 - Found out best, cheap tracking devices by research (by studying signal structure, Data consumption, etc...)
 - Imported IOT Simcard from Italy
 - **Implemented at a cost of around 15% of the market price when compared to other service providers.** (implemented at around 0.21 million dhs while the service providers charges more than 1.6 million dhs for initial setup) for 1500 machines.
 - **Cut 93 % yearly cost (from 615000 dhs to 41000 dhs)**
VPS Server, Contabo, Namecheap, AWS, Traccar,
- **IT Administration** : Managed and maintained Organization's Computer systems and network, ensured working efficiently and securely,
 - Setting up hardware and software, monitoring system performance, trouble shooting issues.
 - Configure WLAN network, Routers, Access points, printers etc...
 - Managed user accounts, permissions, and ensured data backups and disaster recovery plans,
 - Enforced security protocols to protect against cyber threats and maintain up-to-date documentation of the IT infrastructure,
 - Provided technical support to employees in UAE, and also provided support to employees of other branches (Qatar, Kuwait, Oman and Saudi Arabia.)
- **Microsoft 365 implementation & Maintenance** : Complete implementation and gave Microsoft products support to users in UAE, Qatar, Oman, Kuwait and Saudi Arabia.
Especially mail set up, related configuration and backup
- **Equipment Communication** : Made remote communication with heavy equipment like Generators, Air Compressors and Welding machines, etc... (eg: Deep Sea Electronics)

- **Tracking platform mobile App** : Configured using a 3rd party app available for both Android & ios.
- **CRM & ERP implementation, Customization and support: Zoho CRM & ERP** implementation & support, made some other ERP systems for operations using 3rd party ERP & CRM scripts which available to buy, hosted on server and gave support (example : Perfex CRM)

Fast learning, experience in using several CRM & ERP systems.

- **ERP Creation** : Gathering ideas from users and from internet sources, codify all points including new advanced features, made layout of each dashboard and other pages for software, and handed over software development team.

Overall idea of web ERP creation process.

- **Graphic Designing** : Created marketing and special event's images and videos materials and promoted through Social media.

Freelance

Web Developer

NOV -2017 TO JULY -2021 (4 YEARS)

- **Web Development** : Created websites using wordpress framework, including ecommerce websites with several automated functions.

Bulk Process, Automated mails, Rewarding systems.