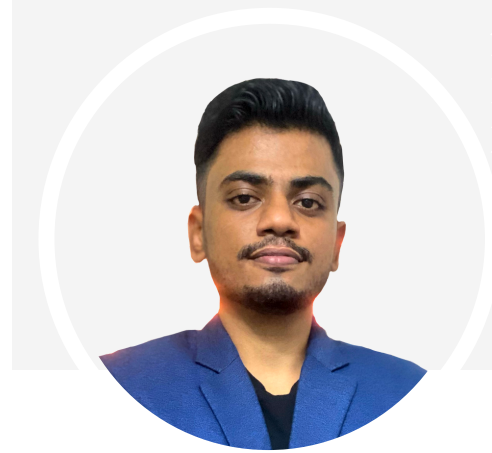


MUAHTASIM FUAD

E-COMMERCE | WEB DESIGN |
AUTOMATION | MARKETING SPECIALIST



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TECHNICAL SKILLS

- Web Design: WordPress, Elementor, UI/UX
- Digital Marketing: SEO, Meta Ads, Lead Generation, Analytics
- Adobe Tools: Photoshop, Premiere Pro, Adobe XD
- Programming: Python, C, C++, HTML, CSS
- AI Tools: ChatGPT, Generative AI, n8n Automation
- Creative Design: Figma, AutoCAD, Illustration

EDUCATION

BACHELOR OF ELECTRICAL & ELECTIONS ENGINEER (EEE)

BRAC University
(2021 - 2025)

HIGHER SECONDARY CERTIFICATE (HSC)

MilestoneCollege
(2018 - 2020)

PROFILE

- Creative and tech-driven E-commerce Specialist skilled in WordPress website design, digital marketing, and AI-powered automations and agent engineering.
- Experienced in building mobile-first e-commerce systems, workflow automations, and running performance-based Meta campaigns.
- Passionate about merging design, AI tools, and marketing tools to create scalable systems that help brands grow smarter and faster.

CORE EXPERTISE

Web Design & Media Integration

- WordPress (Elementor Pro, WooCommerce), SEO, responsive UI design
- Multimedia User Interface creation using design, structure, and context
- Visual storytelling and brand presentation through graphics and contents

Marketing & Management

- Meta Ads (Facebook, Instagram, WhatsApp), campaign analytics, conversion optimization
- Product pricing strategy, team coordination, and sales management
- Data-based decision-making and creative content planning

Automation & AI

- Workflow automation using n8n, GPT models and webhook-based integrations, and chatbots
- Content automation using various API and proper content generation for visuals
- Built automated online and offline SMS campaigns, cutting manual effort by 50%

E-commerce Management

- Founder of DeftShop.xyz – full e-commerce setup with automations, listing, and order management
- Developed and managed reseller/retails and online subscription platform with automated systems
- Skilled in digital logistics, customer support, and conversion optimization and sales closing.

PROJECTS & EXPERIENCE

DeftShop.xyz — Founder / E-commerce Manager

(2022 – Present)

- Built a mobile-first Website + Well designed e-commerce store and inventory system; integrated WooCommerce and payment/delivery flows.
- Launched Meta ad campaigns and on-site conversion improvements that produced 40–100% profit margins on core products.
- Implemented product automation and portal to enable seller orders and drop-ship flows.
- Created product creatives, short videos, and SEO-friendly listings increasing organic product page visibility.

ActivePhysiotherapist.com – Created and manage a physiotherapy booking website with SEO and online appointment system.

GoodPonno.com – Built a subscription-based platform with automated order and digital product management.

ResellingKori.com – Developed a reseller system for tech products with integrated digital marketing automation.

SphereFirm.com – Founded a digital service agency offering web, automation, and online business setup solutions.

Tools: WordPress, WooCommerce, Elementor Pro, Dokan Pro, SalesKing, HTML/CSS, Meta Ads, SEO, Facebook/Instagram Automation, Canva, Figma, Photoshop, Premiere Pro, Short-form Video, n8n, Zapier, Payment & Inventory Systems, Online Booking

EDUCATION & CERTIFICATIONS

BRAC University — BSc in **Electrical & Electronics Engineering** (2021–2025)

Milestone College — HSC (2018–2020)

CERTIFICATES:

- Advance Automation & n8n
- AI & Content Generation Masterclass (ChatGPT + MidJourney)
- WordPress & Elementor Advanced Course
- Advance UI/UX design
- SEO Analysis for Business
- Project and Product Research
- Digital Marketing Fundamentals

SKILLS & TOOLS

- Web Design: WordPress, Elementor Pro, UI/UX wireframing, responsive layout design
- Digital Marketing: SEO optimization, Meta Ads, Google Analytics, lead generation campaigns
- Adobe Suite: Photoshop, Premiere Pro, Adobe XD — visual design and video editing
- Programming: Python, C, C++, HTML/CSS — scripting, data automation, and interface control
- AI & Automation: ChatGPT, Midjourney, Generative AI content, n8n workflow automation
- Creative Design: Figma prototypes, AutoCAD drafting, and digital illustration