

M. Qasim Bilal

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Education

Bachelors in Computer Science

George Mason University, Fairfax, VA

Expected Graduation May 2025

Bachelors in Computer Science Engineering

University of Connecticut, Storrs, CT

August 2021 - January 2022

High School Diploma

Berlin High School, Berlin, CT

Graduated June 2021

GCE O Levels

Bloomfield Hall School, Multan, Pakistan

August 2017 - October 2020

San Juan Events LLC - Customer Service Associate (Remote)

April 2021–Present

- Built and manage WordPress WooCommerce website along with frequent site updates, SEO optimization, weekly reports and digital marketing across multiple channels.
- Create reports for weekly sales with customer generated information and numbers

UCONN NEAG School of Education - Student Web Development Specialist (Remote)

December 2021–January 2022

- Periodically analyzing and reporting on website traffic and ensuring website content complies with current accessibility standards
- Fulfilling requests from faculty/staff/administrators to build and design academic program pages, research lab pages, and new websites from scratch using Aurora WordPress, following University branding standards, and employing best practices in web design and digital accessibility
- Serving as designated School-wide webmaster to assist in maintaining up-to-date content and unifying design and branding standards across Neag School site and affiliated pages (Currently at 75+ websites Schoolwide, including more than 2,200 webpages)
- Offering support in building and posting new content to Neag school pages, using WordPress and Photoshop, including resizing and uploading high-res images; creating and posting homepage banners and featured homepage and news images; tagging stories; updating faculty/staff directory as needed
- Advising faculty/staff on best practices in an effort to unify design and branding standards across web presence and helping to maintain consistent style and visual identity school-wide

Makroteks Textile LLC - eCommerce Business Manager (Remote)

February 2020–June 2021

- Built and managed multiple Shopify and WooCommerce/WordPress websites along with digital marketing, SEO optimization, customer service and email marketing

- Manager of third-party selling platforms Wayfair, Zulily, eBay and Amazon
- Created packing slips, shipping labels and managed orders and shipments

Obie LLC - eCommerce Business Manager (Remote)

July 2020–January 2021

- Built and managed multiple Shopify and WooCommerce/WordPress websites along with digital marketing, SEO optimization, customer service and email marketing
- Manage orders, shipping labels, packing slips and payment capturing
- Digital Marketing Manager (Facebook, Instagram, Google, etc.)

Bas-Technologies LLC - eCommerce Sales Specialist (Remote)

July 2020–December 2020

- Manager and webmaster of website built on VarStreet along with email marketing, digital marketing, site maintenance and updates
- Managed third-party selling platforms like eBay and Amazon

Fair Marble LLC - eCommerce Business Manager / Webmaster (Remote)

April 2020–December 2020

- Built and managed WordPress/WooCommerce website with site maintenance and updates as requested
- Customer support, email marketing, digital marketing and SEO optimization
- Created ad campaigns to maximize website traffic and managed online business presence

Certifications

- Google Digital Garage - The Fundamentals of Digital Marketing
- Google Ads - Measurement Certification
- Google Ads Search Certification
- Google Ads Video Certification
- Google Ads Display Certification
- Google Shopping Ads Certification
- Google Search 360 Certification
- Google Campaign Manager Certification
- Google Creative Certification
- Google Display & Video 360 Certification
- Web Design & Development
- Google Analytics Individual Qualification Certification
- Google Ads Apps Certification