

Jabbad Hussain Ansari

DOB: 30-04-2001



Professional Summary

WordPress Website Designer with 3+ years of experience using Elementor, specializing in websites designing, SEO, and digital marketing. Expert in crafting result-driven landing pages and campaigns that boost visibility and sales. Currently leading social media and ad operations for Radisson Hotel Bareilly, a 5-star property.

Contact

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Work Experience

Social Media Executive

Radisson Hotel, Bareilly (25 February 2025 – Present)

- Managing official Instagram and Facebook profiles for Radisson Bareilly
- Creating engaging visual content using Canva: banners, reels, stories, and carousels
- Running paid ad campaigns for rooms, events, and restaurant promotions using Meta Ads
- Editing short-form videos and hotel promos using Filmora
- Coordinating with different departments to plan promotional content
- Monitoring insights and analytics to refine strategies for higher engagement

E-Commerce Executive

GBPR Services Private Limited (1 January 2025 – 20 February 2025)

- Listed and optimized products on Amazon, Flipkart, and Meesho.
- Managed backend portals: inventory, pricing, returns, order processing.
- Contributed to basic image/banner designs for product listings

Website Designer & Developer Arrow Marketing 360 (20 December 2021 – 10 December 2024)

- Developed 20+ websites using WordPress, Elementor, and Shopify
- Built responsive, SEO-friendly, and performance-optimized websites
- Specialized in landing page design with A/B testing, CTA placement, and performance tracking
- Ensured fast loading speeds and strong UX on mobile and desktop
- Set up and managed Shopify and WooCommerce stores for multiple brands
- Created product catalogs, added payment gateways, and configured shipping options
- Integrated Nimbupost CRM for automated communication, follow-ups, and promotional emails
- Analyzed store performance and implemented conversion improvement strategies

- Executed SEO and SEM strategies to increase website rankings and lead generation
- Handled PPC campaigns using Google Ads and Meta Business Suite
- Conducted website audits and keyword research using SEMrush, Ahrefs, and Ubersuggest
- Created local SEO strategies using Google My Business and Google Search Console
- Designed content calendars and optimized landing pages for conversions.

KEY SKILLS

Website & Landing Page Design

- WordPress, Elementor, Shopify
- A/B Testing, Mobile Optimization,

Digital Marketing Tools & Strategies

- SEO, SEM, PPC (Google Ads, Meta Ads)
- Google Analytics, Google Search Console, Google My Business
- SEMrush, Ahrefs, Ubersuggest
- E-Commerce Management

E-Commerce Management

- Amazon, Flipkart, Meesho
- Shopify, WooCommerce
- Inventory, Product SEO

Social Media Marketing

- Instagram & Facebook Strategy
- Paid Campaign Setup & Optimization
- Content Planning, Posting, Analytics

Content Creation Tools

- Canva (designs, ads, stories, social media)
- Filmora (reels, promos, ads editing)

CORE STRENGTHS

- ✓ Multi-Platform Experience (E-commerce, Social, Web)
- ✓ Creative Eye + Analytical Mindset
- ✓ Strong Communication & Team Coordination
- ✓ Fast Learner with Problem-Solving Ability
- ✓ Deadline-Driven and Client-Focused

◆ Websites & Projects:

- chestertonpt.com
- chinmaya-nwindiana.com
- query91.com
- jyotihospitals.co.in
- qelicacare.com
- atenwellness.com
- eshanhospital.com
- arrowmarketing360.com
- canadastudyvisa.younggrads.com
- arrowmarketing360.com/healthcare
- arrowmarketing360.com/healthcares
- arrowmarketing360.com/healthcares-landing-page
- arrowmarketing360.com/hospital-digital-marketing
- arrowmarketing360.com/lp-healthcare-marketing
- arrowmarketing360.com/healthcare-digital-marketing
- arrowmarketing360.com/healthcare-success
- arrowmarketing360.com/healthcare-website-design

Education

Bachelor of Science (B.Sc.) — Bareilly College, Bareilly

Affiliated to Mahatma Jyotiba Phule Rohilkhand University

2018 – 2021 | 62%

Intermediate (Class XII) — Shri Gulab Rai Inter College, Bareilly (UP Board)

2018 | 74%

High School (Class X) — Shri Gulab Rai Inter College, Bareilly (UP Board)

2016 | 72%

Final Summary

With hands-on experience in building over 20+ websites using WordPress, Elementor, and Shopify, I am best suited for roles focused on Website Designing and Development.

My work combines visual creativity with technical efficiency, making me a strong fit for organizations looking for performance-driven, mobile-responsive, and conversion-optimized web solutions.

While I also have working knowledge of digital marketing, SEO, PPC, e-commerce operations, social media management, and content creation—as detailed throughout my resume—my passion and primary expertise lie in crafting websites that not only look good but also perform effectively across devices and platforms