

# SARFARAZ ALI

Web Developer / Digital Marketer



## Contact

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 Kolkata, West Bengal, INDIA

## Education

BCOM (Honours)  
Bhawanipur Educational Society College  
2020 - 2023  
Kolkata, WEST BENGAL

Diploma  
Full Stack Web Developer  
2020 - 2023

## Skills

### Programming

- HTML5
- CSS3
- JavaScript

### CMS

- WordPress
- Shopify

### Design and Prototyping

- Figma
- Adobe
- Photoshop

### Additional Skills

- SEO Best Practices
- Performance Optimization
- Responsive Design
- User Experience (UX) Principles
- Communication
- Team Collaboration
- Time Management
- Adaptability
- Creativity

## Experience

### The Digital Access

Chief Executive/ Web Developer 2022-2024

- Developed a cross-channel social media platform to engage different customer segments on Facebook, Instagram, Twitter, and Pinterest, resulting in \$820K in annual incremental revenue
- Increased social media lead generation by 46% year-over-year, generating \$3.5M in revenue through regular engagement with customers, influencers, and followers
- Designed, developed, and supported new and existing secure websites and web applications. Over 180 applications.

### Brother's Digital Solution

Junior Web Developer 2022-2023

- Developed and maintained websites and web applications, enhancing both front-end and back-end functionality to meet client needs.
- Built and optimized website features with HTML, CSS, JavaScript, and PHP, leading to improved user experience and functionality.
- Collaborated with senior developers to debug and optimize code, resulting in increased performance and user engagement.

### Various Clients

Freelance Web Developer 2022-2023

- Developed custom websites and applications for clients in various industries, tailoring solutions to their needs.
- Used WordPress, Shopify, and custom solutions to deliver high-quality results.
- Provided support and maintenance, including updates, bug fixes, and performance enhancements.
- Built strong client relationships through clear communication, effective project management, and timely delivery.

## Projects

### The Digital Access

Design/Develop

- Designed and developed a modern website for a digital marketing agency, including portfolio display, service descriptions, and client testimonials.

### Finlily - Ed-Tech Platform

- Created a dynamic website for an educational technology company, featuring course listings, student registration, and interactive content.
- Applied HTML5, CSS3, JavaScript, and CMS platforms (e.g., WordPress, custom-built).

### Aleezah Leather E-Commerce Site

- Developed an e-commerce platform for a leather goods company, including product listings, shopping cart, and secure checkout functionalities.

### Hotel Booking Website

- Developed a comprehensive hotel booking website featuring real-time availability, booking functionality, and payment integration.