



SHAHZAD MUHAMMAD

DESIGNER . DEVELOPER . MARKETER

With Over 15 years of GCC experience in graphic design, e-commerce web development, and digital marketing, I am a creative professional who brings extensive knowledge and a proven track record to any project or team. My career has been dedicated to crafting visually compelling designs, developing robust e-commerce platforms, and implementing effective digital marketing strategies that deliver results.

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 Saudi Arabia / United Arab Emirates

EDUCATION

Bachelor of Commerce

University of Karachi, Pakistan 1998

Graphics, Web and Digital

Certification Courses, Pakistan 1999

EXPERTISE

Web Design Development 

E-Commerce Expert 

Graphic Design Adobe
Suit Expert 

Digital & Social Media
Marketing 

SEO, SEM Marketing 

Amazon, Noon Seller and
Vendor Account
Management 

Wordpress Woo -
Commerce Expert 

Hybris by SAP e-Commerce
CMS Expert 

LANGUAGE

English (Professional) 

Urdu, Hindi (Native) 

Arabic (Basic) 

Professional Experience

July 2019 - Present

Memory Technology Corporation - Jeddah, KSA

Online E-Commerce Sales Executive & Digital Marketing Specialist

I manage the company's full online department, including the e-commerce website, Noon and Amazon Seller & Vendor marketplace operations, and all digital marketing activities. My role covers product listing optimization, pricing and ads management, website updates, SEO/SEM, and planning performance-driven marketing campaigns across Google, Meta, and social platforms. I lead brand marketing strategy and content creation, oversee social media management and audience engagement, and supervise the team to ensure smooth execution of online sales and promotional tasks. I also analyze market trends and competitor insights to support continuous business growth and increase online revenue.

Jan 2016 - Feb 2019

Traffic Media FZ LLC - TECOM Dubai UAE

e-Commerce & Digital Manager

I was responsible for overseeing all aspects of digital marketing, website GUI design, and development using the Hybris Content Management System powered by SAP e-commerce cloud technology for CarrefourUAE.com, as part of the Carrefour UAE development team. My role included managing graphic design, coordinating social media strategies, and updating mobile app content for promotional campaigns. I managed email marketing campaigns and assisted in stock, SKU, and product pricing management, collaborating closely with various departments. I also handled payment integrations, including PayTab credit card and PayPal. Additionally, I managed paid promotions on social media, Google Shopping, and search ads, while creating and promoting discount vouchers for individual products and bundle packages. My responsibilities were primarily focused on design, e-marketing, and the management of modules within the Hybris content management system.

Jan 2008 - Dec 2015

Memory Technology Middle East FZCO - Dubai, UAE

Marketing Executive (Digital, Web and Design)

Oversee updates to the company website for new products and other content. Coordinate with Chinese suppliers on product logo branding and handle box package design for new products. Manage email marketing and social media design and marketing for product promotions in collaboration with the product manager and sales team. Organize tech events, including stand design and coordination with the organizer. Design and update company brochures, flyers, and banners for new products.

Sep 2002 - Dec 2007

Emirates Consulting & Media Services - Abu Dhabi, UAE

Website, Graphics and Multimedia Designer

Handle all aspects of service provision related to website design and development, as well as graphics design for brochures, catalogs, business cards, branding, banners, flyers, and other print materials. Lead a team of designers, oversee delivery and printing processes, and coordinate with printing presses and suppliers.

Behance Portfolio / Projects



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