

PORTFOLIO

SERVICES



Mubasher
Iqbal



I am Mubasher

SOFTWARE ENGINEER/ DIGITAL MARKETER

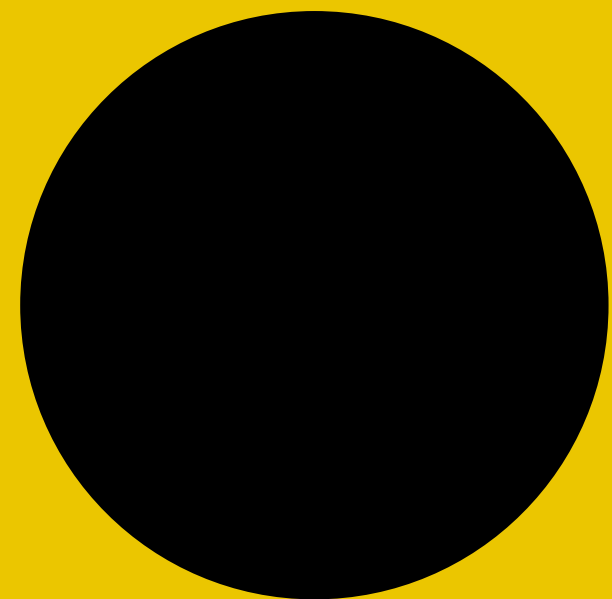
ABOUT ME

I'm Mubasher, a passionate Python developer and digital marketing expert with 3 years of experience in building high-performance web applications and crafting result-driven marketing strategies.

I specialize in Python development, SEO optimization, and data-driven marketing campaigns. With a strong background in web development and digital growth strategies, I help businesses scale and improve their online presence.

Let's connect and grow together! 🚀





Certifications



Bachelor's of Science (BSc) in Business Administration

Marketing Major

Minors in International Business and Psychology



The Fundamentals of Digital Marketing

Google Digital Garage

Advanced Google Analytics Certification

Google

Google Ads Certification

Google



Digital Marketing Certification

HubSpot Academy

Inbound Marketing Certification

HubSpot Academy

Social Media Certification

HubSpot Academy



Twitter Flight School Video Badge

Twitter Flight School

Credential ID's will be provided upon request.



Marketing Consultancy

A freelance marketing consultancy service, specialising in digital marketing. I help businesses make a big impression online. Proficient in all aspects of digital marketing from website health checks to content marketing; writing Tweets to drafting crucial marketing communications. Freelancers are a vital lifeline to business. Unlike bigger agencies that charge retainer fees, Freelancers are essentially your pay-as-you-go-service.



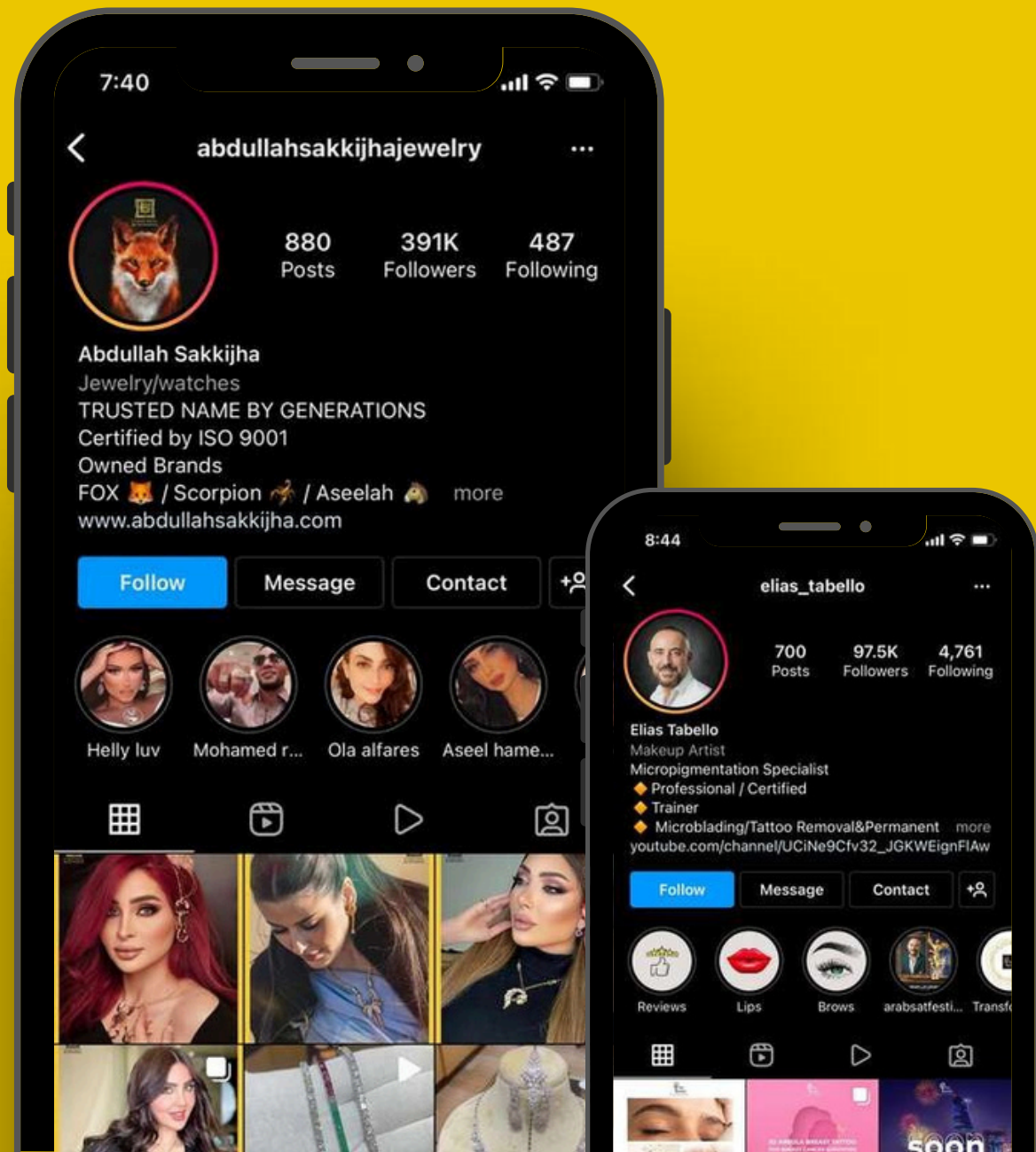
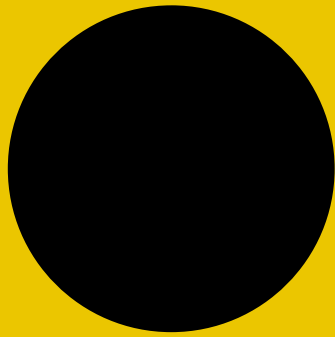


Story time!

My passion for the online world started with curiosity—how technology connects people and grows businesses. From building my first project to mastering Python development, digital marketing, SEO, and web solutions, I've explored every corner of the digital landscape.

Each project is an opportunity to innovate, solve problems, and create impact. Whether it's developing websites, optimizing brands, or running data-driven marketing campaigns, my goal is to turn ideas into success. Let's build something amazing together! 🚀

Social Media



SOCIAL MEDIA MANAGEMENT
Instagram, Facebook, Twitter, and LinkedIn.

PROMOTIONS / ADVERTISING
Instagram, Facebook, Twitter, Snapchat,
TikTok, LinkedIn, and Google Ads.

CERTIFICATION



Digital Marketing
by Google Digital
Garage.

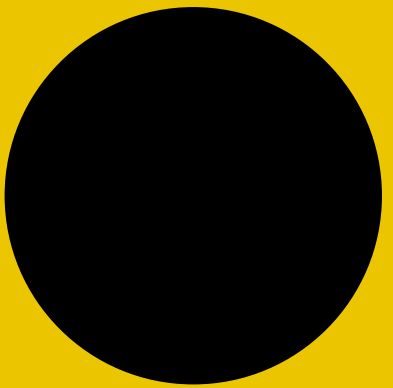


Twitter Flight School



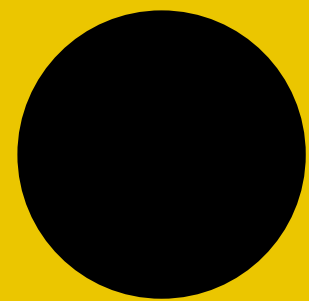
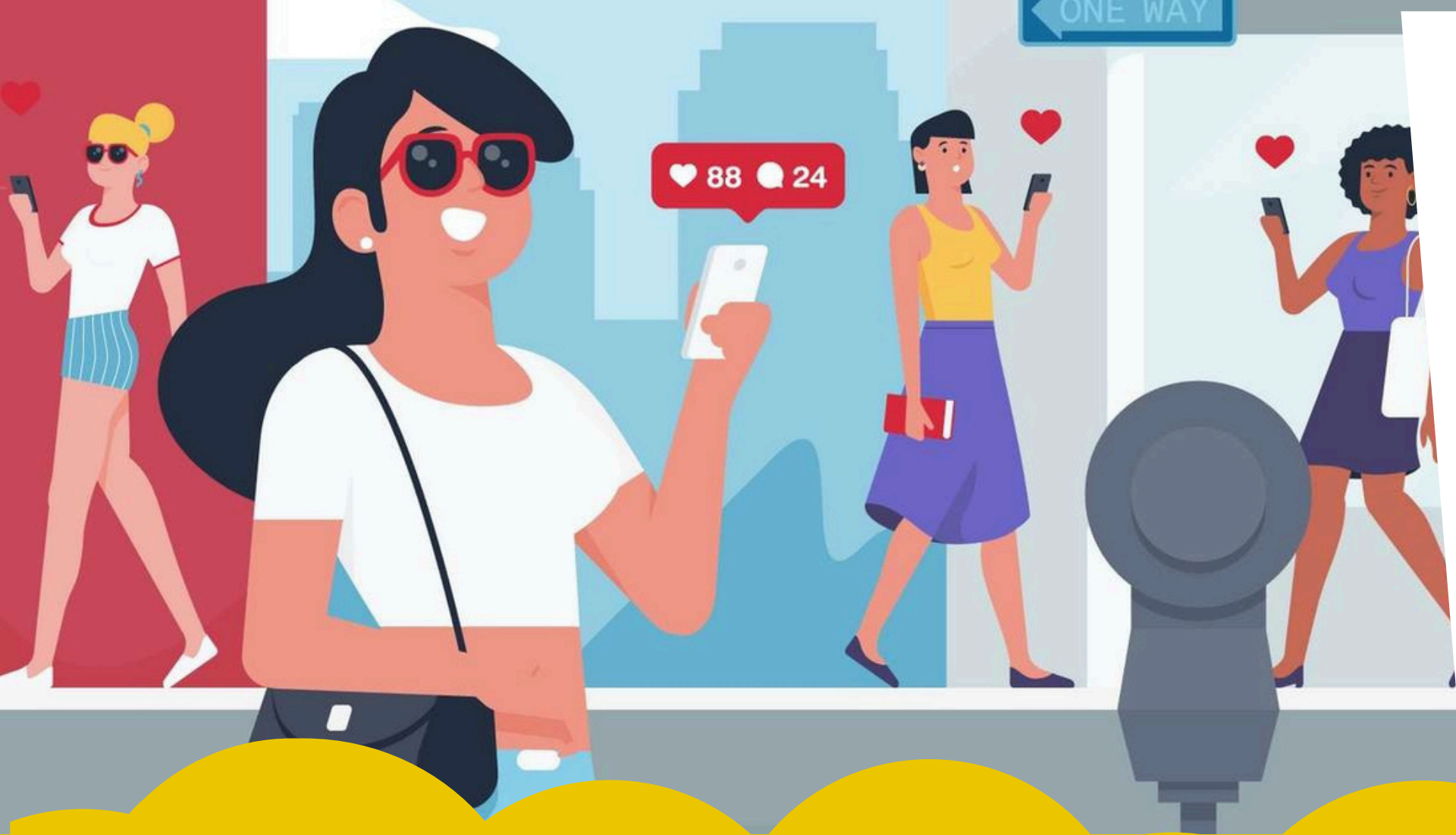
Property Marketing

**Advertise your residential and
commercial real estate**



Whether you're a developer, broker or a sales and property consultant, generating interest and leads for your property is the hardest part.

This is where I step in. Through my digital marketing campaigns, you could start generating leads daily.



Influencer Marketing and Management

An aspiring Influencer? A brand looking for the ideal influencer(s) or micro-influencer(s)? Get managed through wide local and international networks.

SERVICES

Influencer Management Ideal Influencer Research and Contacting (with Campaign Management)



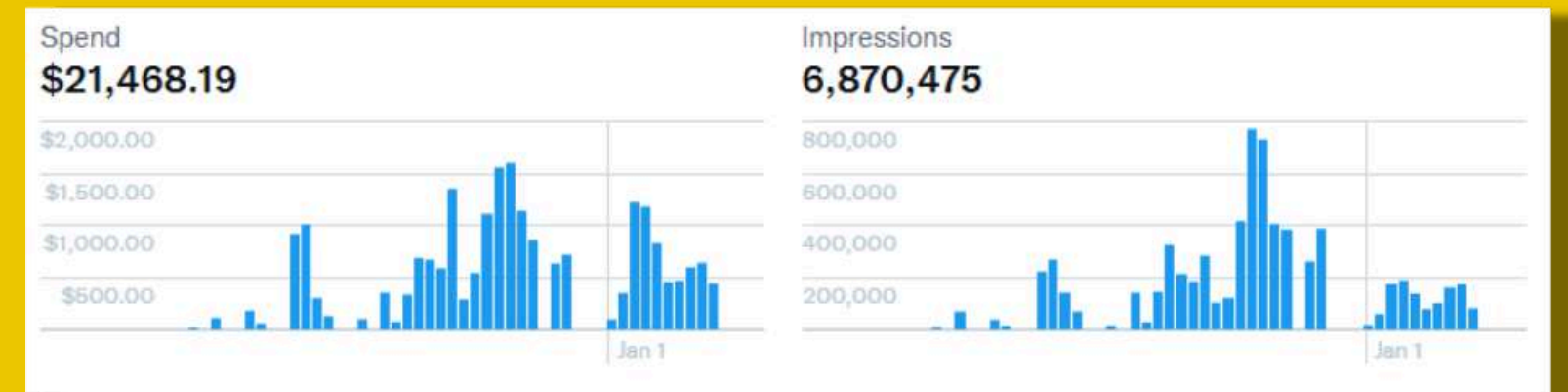
Results	Reach	Impressions	Cost per result	Amount spent
322 Messaging Conversa...	133,151	264,827	\$0.85 Per Messaging Conv...	\$273.71
370,566 Post Engagements	569,436	1,340,525	\$0.002 Per Post Engagement	\$717.43

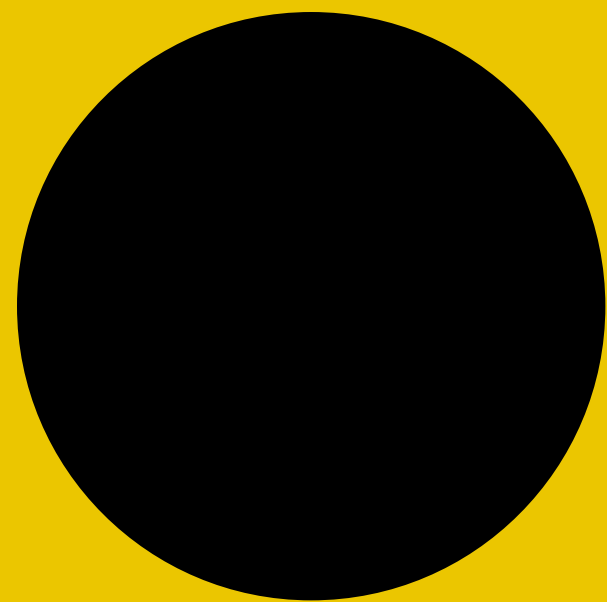
Results	Reach	Impressions	Cost per result	Amount spent
87 On-Facebook Leads	46,528	84,748	50.23↓ Per On-Facebook Le...	4,369.77↓

194 Messaging Conversa...	22,736	52,054	\$1.02 Per Messaging Conv...	\$198.21
72,806 Post Engagements	31,456	121,340	\$0.003 Per Post Engagement	\$242.03
179 Messaging Conversa...	27,107	95,082	\$0.90 Per Messaging Conv...	\$161.99
56,773 Post Engagements	94,827	257,061	\$0.003 Per Post Engagement	\$183.52
42,031 Post Engagements	77,541	218,431	\$0.004 Per Post Engagement	\$183.58
46,109 Post Engagements	54,784	81,526	\$0.0004 Per Post Engagement	\$20.16

885,889 Post Engagements	1,185,934	3,829,354	\$0.001 Per Post Engagem...	\$696.45
35,186 Post Engagements	81,974	153,654	\$0.002 Per Post Engagem...	\$80.27
85,011 Post Engagements	418,339	1,071,849	\$0.003 Per Post Engagem...	\$258.14
129,397 Post Engagements	304,104	977,215	\$0.01 Per Post Engagem...	\$736.38

A sneak peak!
Get more customers on the phone, on your site, and
in-store.





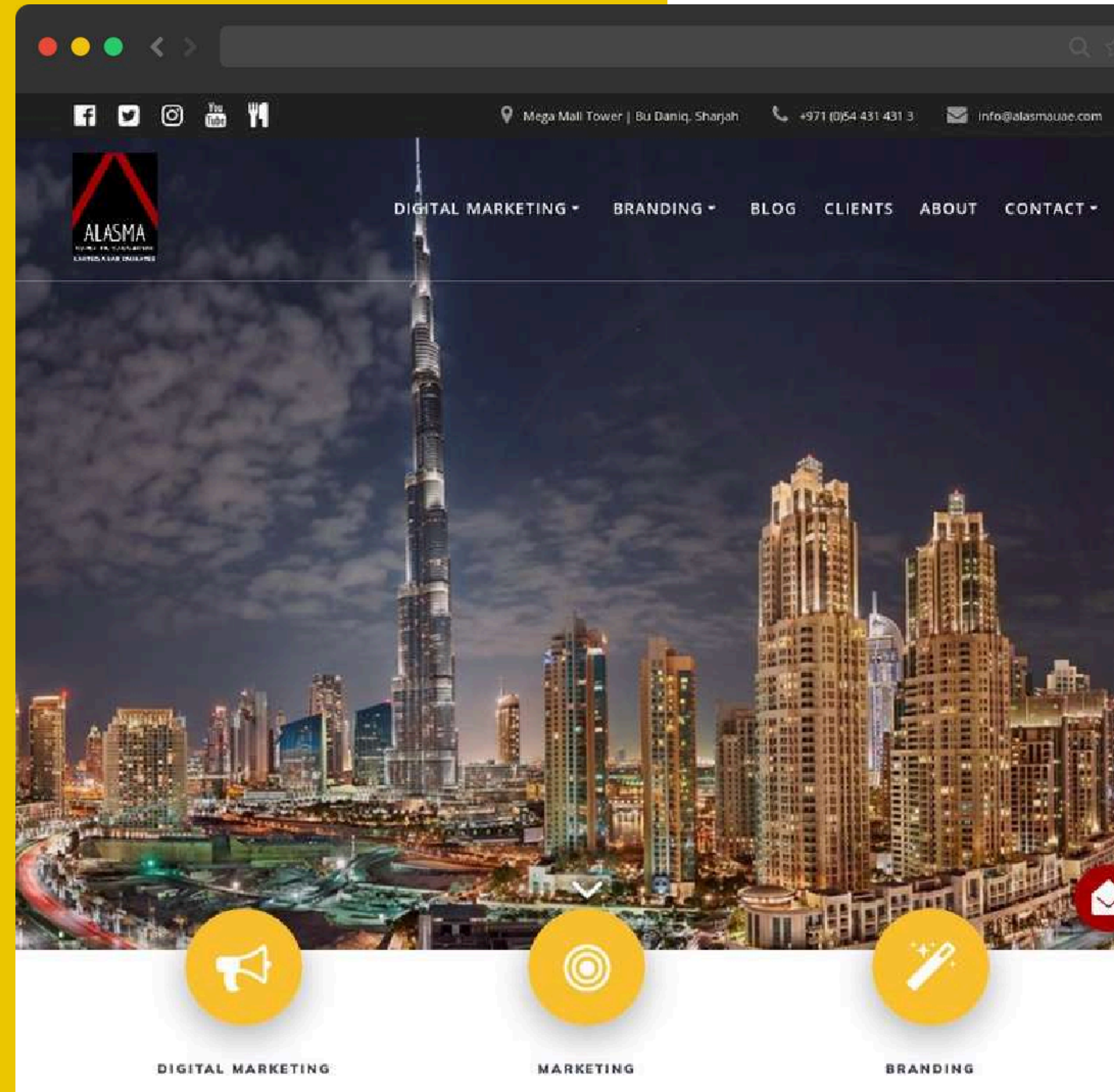
Website Designing

Fused with Creativity.

Fully Customized. From A to Z.

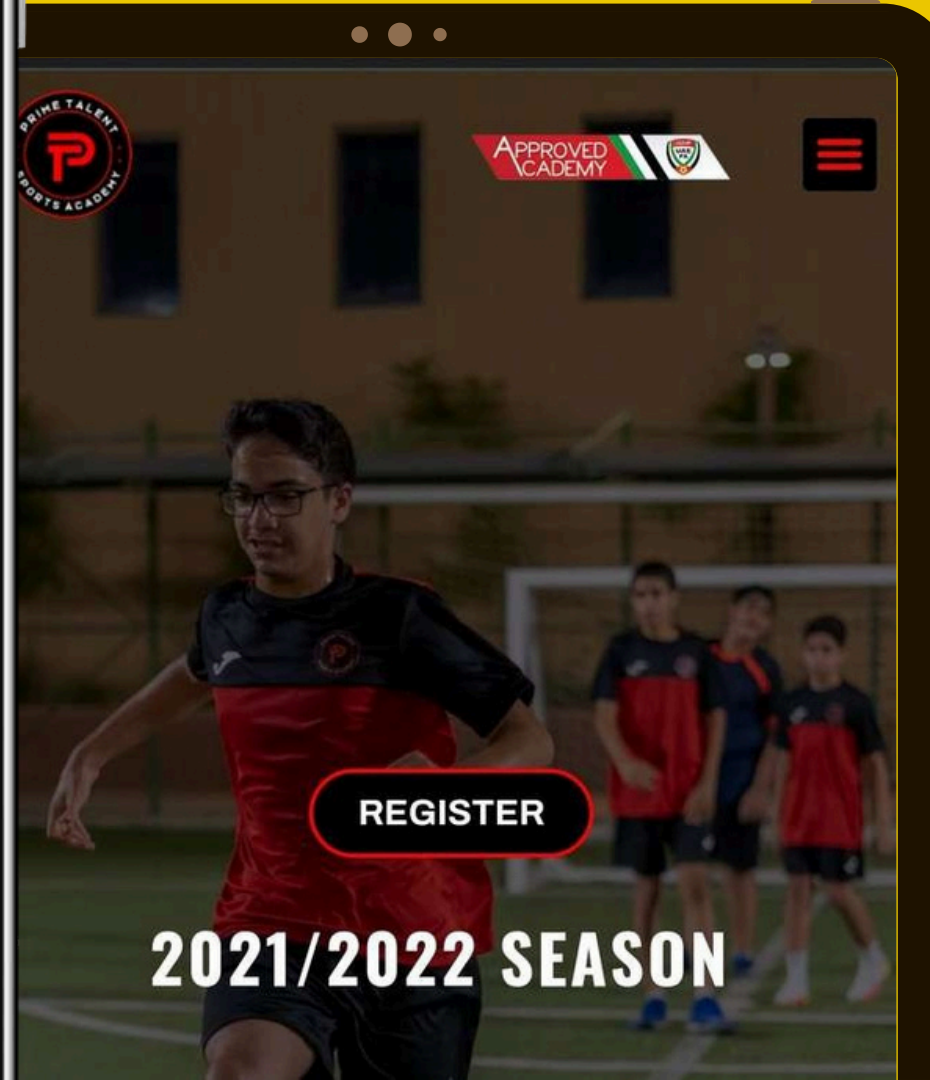
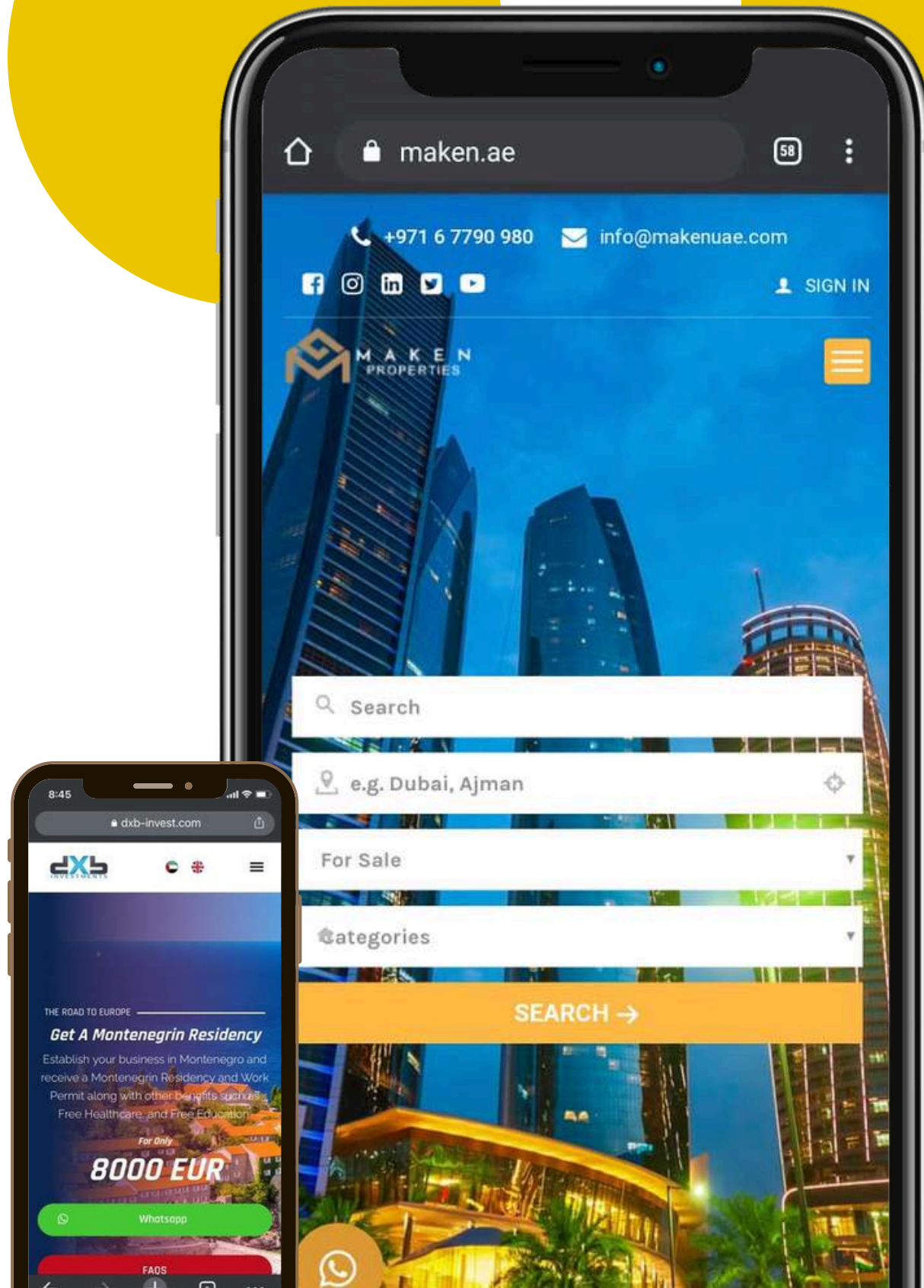
WordPress (WP)

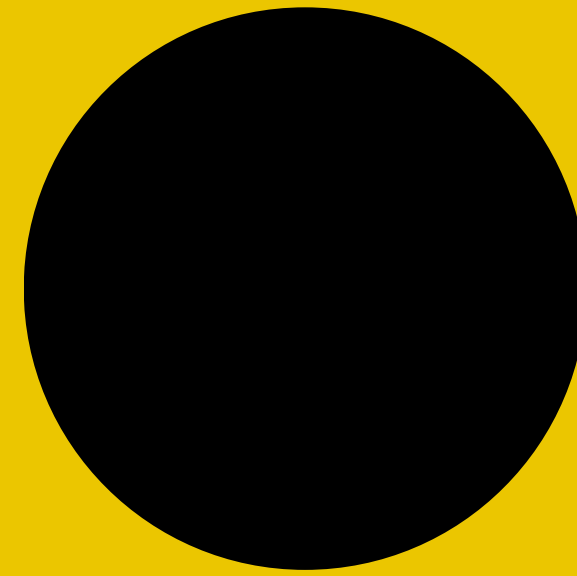
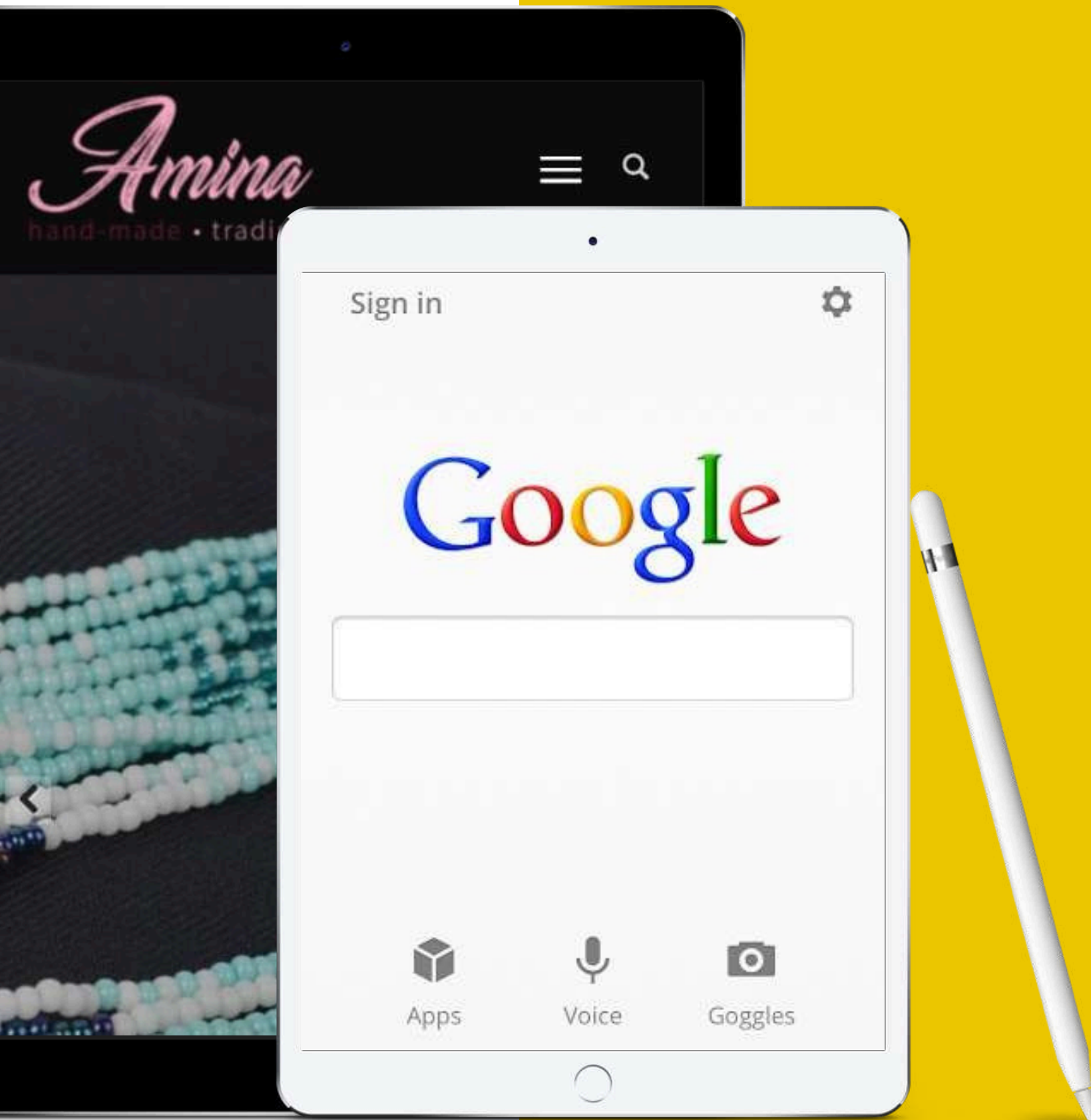
51% of websites on the worldwide web are designed and developed on WordPress due to it's ease of use and it's SEO friendly CMS.



Mobile Responsive

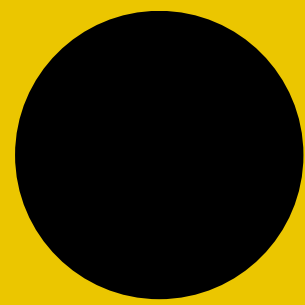
Over 60% of website users and Google searches are made on a mobile device.





Search Engine Optimization (SEO)

Backlinks Internal Linking External Linking Content Writing and Editing Keywords Speed Optimization Image Optimization Tags Google Integration Social Media Linking and Integration



Google Business Profile

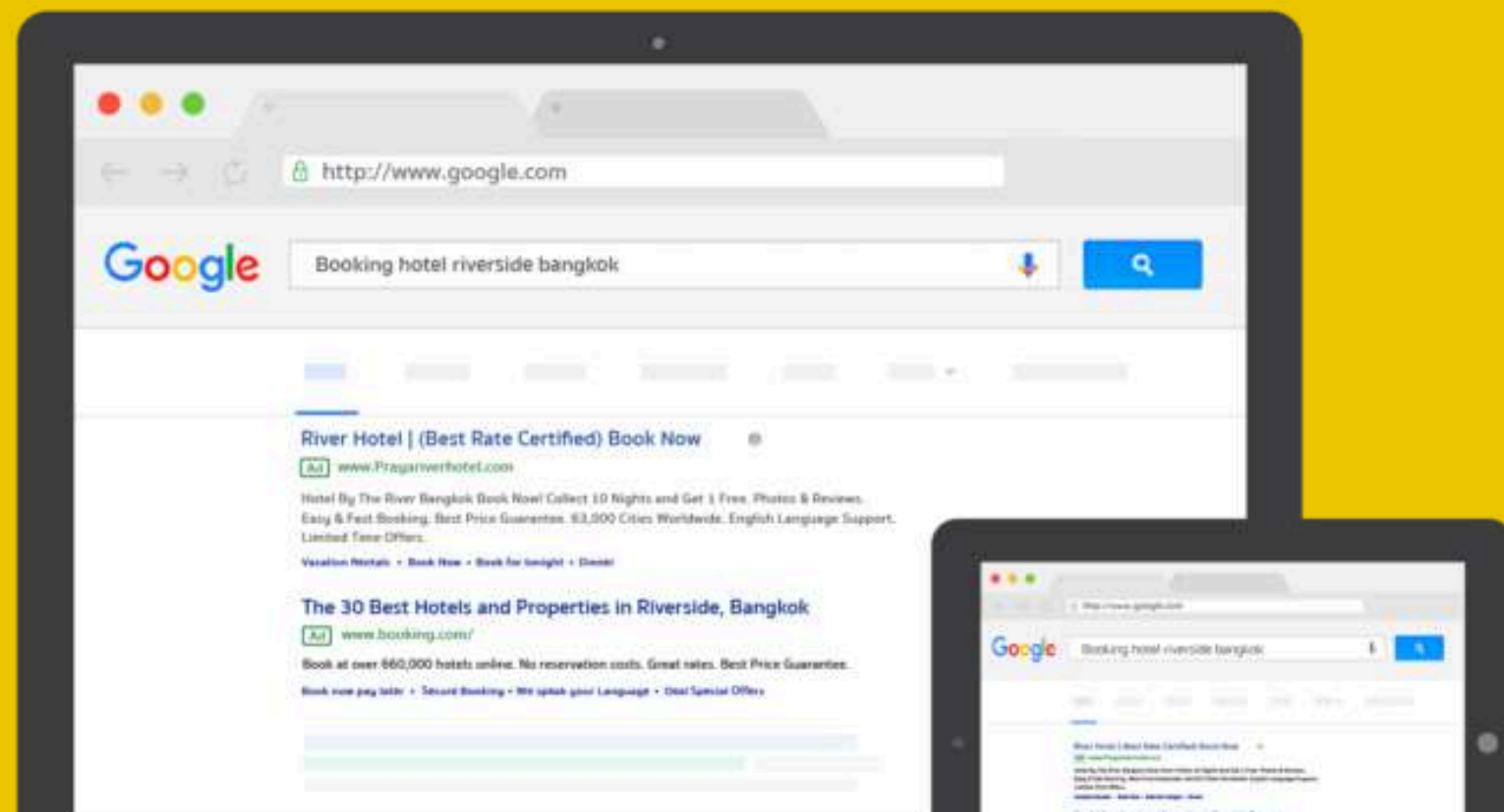
(management, organizing, information clarity, photo and image additions, customer engagement and responding)



Search Engine Marketing

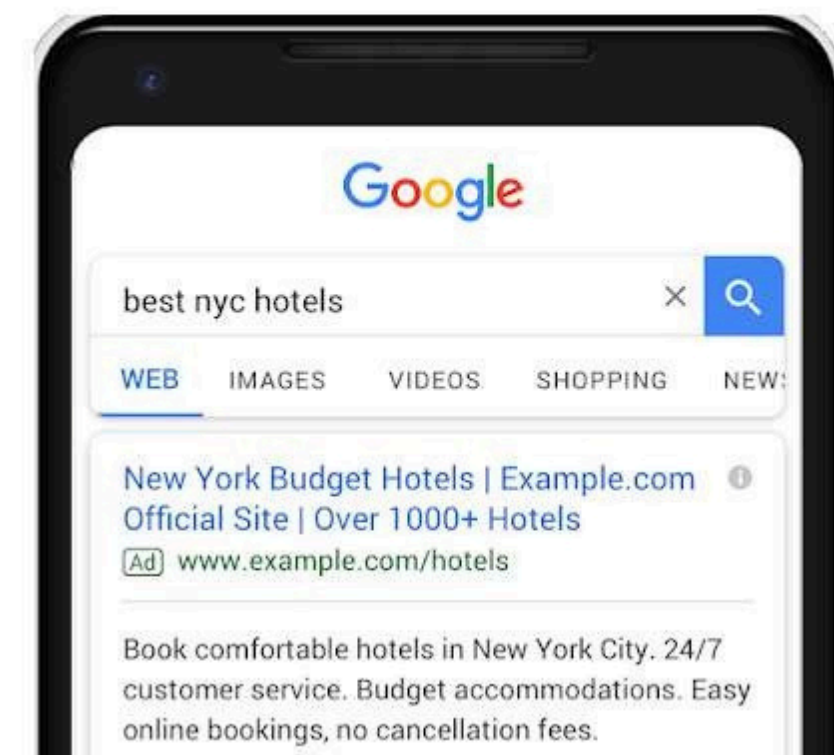
(SEM)

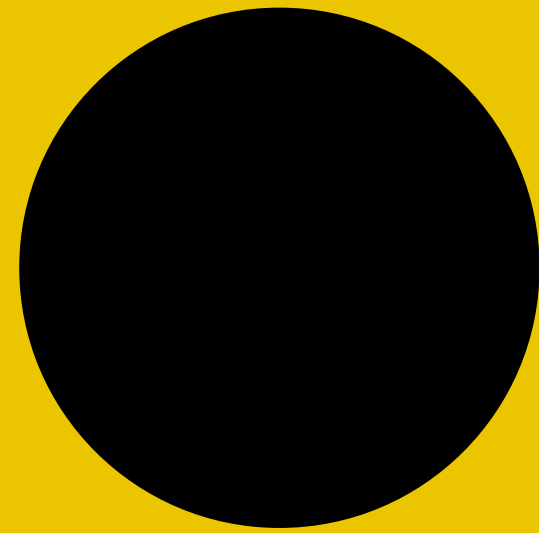
Google Video Ads Google Search
and Display Ads



Google Ads Certification

Credential ID: 49262157





Content Writing

Website Content Writing and Editing (ENG & ARA)

Company Portfolio & Product Descriptions

English to Arabic or Arabic to English Translations



Branding

Thinking Imagery User
Experience Self Expression

Brand Identity Logo
Designing Color
Palette Stationary
Company Portfolio

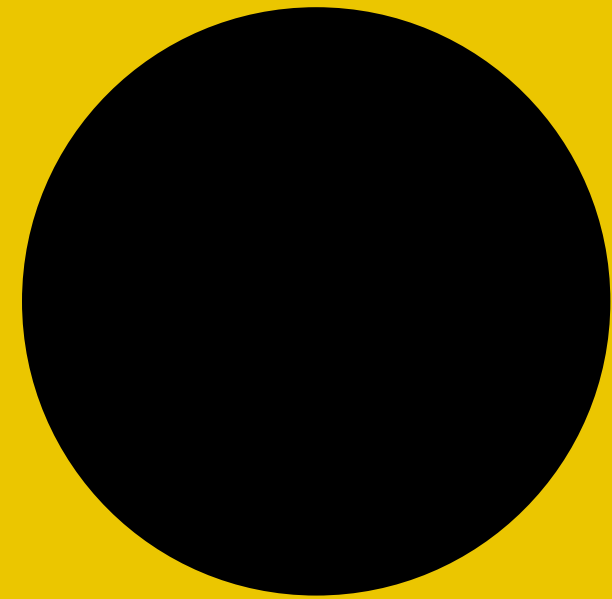
Product Identity Store
Branding Leaflets/Flyers
Offers/Discounts/Vouchers





Product Design





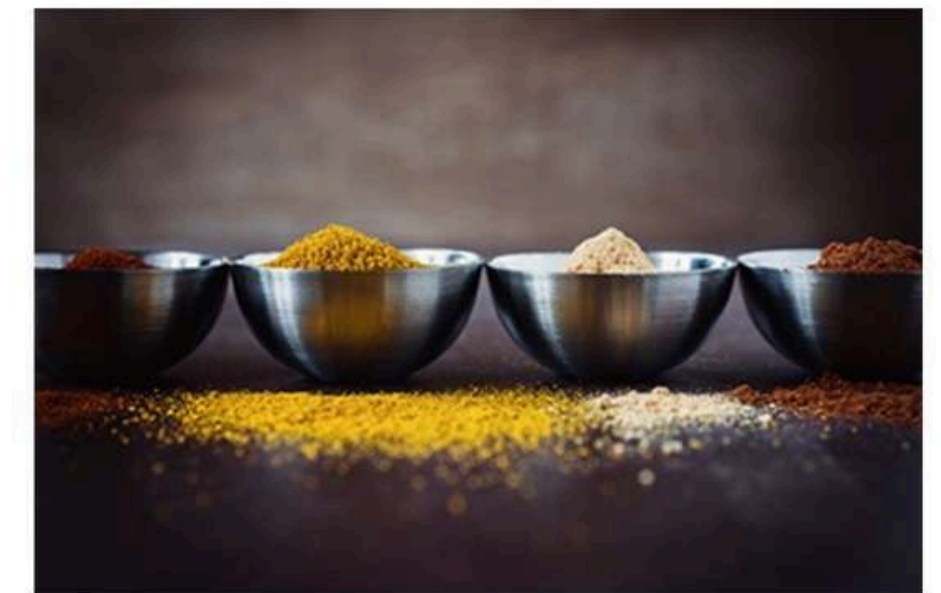
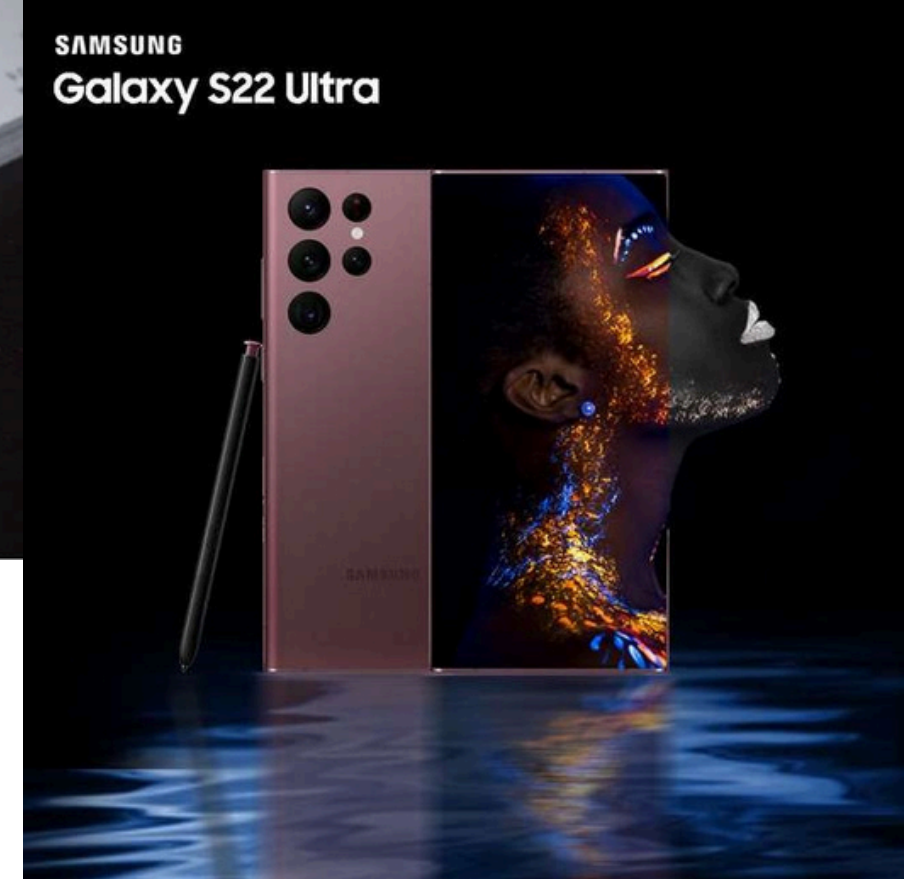
Graphic Designing

Digital

Websites, Blogs, Social Media, and Digital Devices.

Print

Business Stationary, Advertising, Packaging, Brochures, Flyers, Roll-Ups and More.



Clients & Partners

SOBHA
REALTY

H&M

نون
noon

amazon

Let's
Organic
MARKET
FOR AFFORDABLE ORGANIC LIVING

دXB
INVESTMENTS

marketeers
marketing solutions

Reportage.
Properties

max

SIVVI.COM

WEDO
SMART HOME

M/ Mike Abdel Ahad
GlassArt

MAKEN
PROPERTIES

NEXT STEP
PROPERTIES

AL JAMAL
ENTERPRISES

centrepont

Bath
& Body
Works®

سُمُو للإنتاج والتوزيع الفني
SUMW Art & Media Production

compass
TOURISM L.L.C

SOUQ
an amazon company

IQ
AUTO

Styling by
Zahra

فوغا كلوسيت
VOGACLOSET

eyawa

SADEEN
group

organic
farms

AMCO
أنوار مكة للمقاولات ذ.م.م
Anwar Makkah Bldg. Cont L.L.C.

F
Fordeal

**now
now**

TIMI PROPERTY

KIABI

عزیزی
AZIZI

UNITED
ENGINEERING &
CONTRACTING
الشركة المتحدة للهندسة والمقاولات

نمشي
NAMSHI

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ACCOUNTING
& CONSULTING SERVICES

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