

# MOHAMED INSHAF

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## Full Stack Developer/ Web Developer/ Digital Marketer

Kandy, Sri Lanka | +94 76 410 1748 | [inshaf.9625@gmail.com](mailto:inshaf.9625@gmail.com) | [Portfolio](#) | [LinkedIn](#)

### CAREER SUMMARY

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Full Stack Web Developer & Digital Marketer with 5+ years of hands-on experience in WordPress, Laravel, and SEO-driven website development. Proven expertise in building high-performing, responsive websites and managing end-to-end digital marketing campaigns across Meta, Google, and other platforms. Passionate about combining technical precision with business-focused design to drive measurable results.

### WORK EXPERIENCE

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#### Noorasian Corporation (Pvt) Limited – Qatar

Senior Web Developer | Oct, 2022 – Present

- Developed and maintained 25+ WordPress websites using Divi Builder and Elementor.
- Collaborated with marketing teams to implement on-page SEO and reduce load time by 40%.
- Integrated analytics tracking and optimized UI/UX for higher engagement.

#### NIBT Campus Kandy

Web Development Professor & Digital Marketer | Feb 2025 – Present (Part-time / Weekends)

- Teaching web development concepts to students at NIBT Campus.
- Managing NIBT Campus social media platforms and Meta Ads campaigns.
- Designing posters and creatives for variation-based ad campaigns.

#### Jey IT Solution – UK / Freelancer

Web Developer | Dec, 2024 – 2025

- Designed and developed custom WordPress websites for international clients.
- Collaborated remotely with cross-functional teams to deliver projects on time.

#### Enliven Designers / Freelancer

Web Developer | Oct, 2023 – Present

- Developed custom WordPress websites for client projects with given UI/UX designs.

#### Mark Solution (Pvt) Limited – Trainee

Web Developer | Dec 2019 – Oct 2022

- Developed and maintained full-stack applications using PHP, JavaScript, and MySQL.
- Assisted with client testing, debugging, and deployment across multiple platforms.

#### TextHouse Solutions – WordPress Intern

Web Developer | May 2019 – Sep 2019

- Trained in developing and customizing WordPress websites.
- Gained hands-on experience with themes, plugins, and basic PHP edits.

### RELEVANT PROJECTS

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[WebFlex Digital](#)  
(Digital Agency.)

[NIBT Campus](#)  
(Education)

[Insy Boost](#)  
(Digital Marketing)

[Pickupme](#)  
(Taxi)

[Gharnata](#)  
(Construction)

(25+ custom build sites which were built for clients can share on request.)

## EDUCATION

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<b>BEng (Hons) Software Engineering (First Class Pass)</b> <ul style="list-style-type: none"><li>Esoft Metro campus, Kandy</li></ul>	<b>Sep 2023 - Oct 2024</b>
<b>High National Diploma (HND) in Software Development</b> <ul style="list-style-type: none"><li>Esoft Metro campus, Kandy</li></ul>	<b>Apr 2020 - Sep 2022</b>
<b>Access Diploma in English</b> <ul style="list-style-type: none"><li>BCAS Campus, Kandy</li></ul>	<b>Apr 2018 - Sep 2018</b>
<b>Successfully Completed G.C.E Advanced Level (A/L)</b> <ul style="list-style-type: none"><li>Sri Rahula College, Kandy</li></ul>	<b>2016</b>
<b>Successfully Completed G.C.E Ordinary Level (O/L)</b> <ul style="list-style-type: none"><li>DS Senanayake College, Kandy</li></ul>	<b>2013</b>

## SKILLS

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### WordPress Development

- Expert in Divi Builder, Elementor, and Revolution Slider.
- On-page SEO optimization for WordPress.
- Theme customization and site maintenance
- Website management, hosting (cPanel, hPanel) and maintenance.

### Web Development & Programming

- Proficient in HTML5, CSS3, PHP, JavaScript, jQuery, and Bootstrap.
- Experience with CodeIgniter and Laravel frameworks.
- Full-stack development using Laravel.
- Database design and management (MySQL, MS SQL Server).

### Digital Marketing & Social Media Management

- SEO (On-page, Technical, Keyword Research).
- Meta Ads Manager (Facebook & Instagram).
- Google Ads (Currently Learning & Implementing).
- Analytics tracking and conversion optimization.

### Software & AI Tools

- Web hosting management and domain setup.
- Adobe Photoshop, Illustrator, Flow, HeyGen, Whisk, Claude, and more AI tools.
- Strong understanding of UI/UX principles and responsive design.

### Soft Skills

- AI tool expertise (AI video generation, image generation).
- Strong communication and teamwork skills.
- Self-driven learner with adaptability to fast-paced environments.
- Problem-solving and time management.
- Fluent in Tamil, Sinhala, and English.

## REFERENCES

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### Mr. Mafaz Mawjoed

Director | NIBT Campus  
+94 77 862 2491

### Mr. Dimuthu Thammitage

General Manager | Esoft Metro Campus  
+94 77 378 5338