



Raja Muhammad Ali

I help brands grow online with high-performing websites, SEO, and paid campaigns — from a single henna brand built and scaled end-to-end, to a global travel-tech brand, e-commerce stores, and professional-services clients across the UK, US, UAE, and Pakistan.

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Remote · 4+ years

240K+

SEARCH IMPRESSIONS
DRIVEN

800+

LEADS VIA PAID SOCIAL

\$ 0.0 5

LOWEST COST PER LEAD

20+

PROJECTS DELIVERED

Web Design & Development

WordPress, Elementor, WooCommerce & Shopify builds — from custom Figma designs to 28-page sites, fully responsive and SEO-ready.

SEO & Content

Technical and on-page SEO, keyword strategy, content, and off-page authority building that moves rankings and traffic.

Paid Advertising & Social

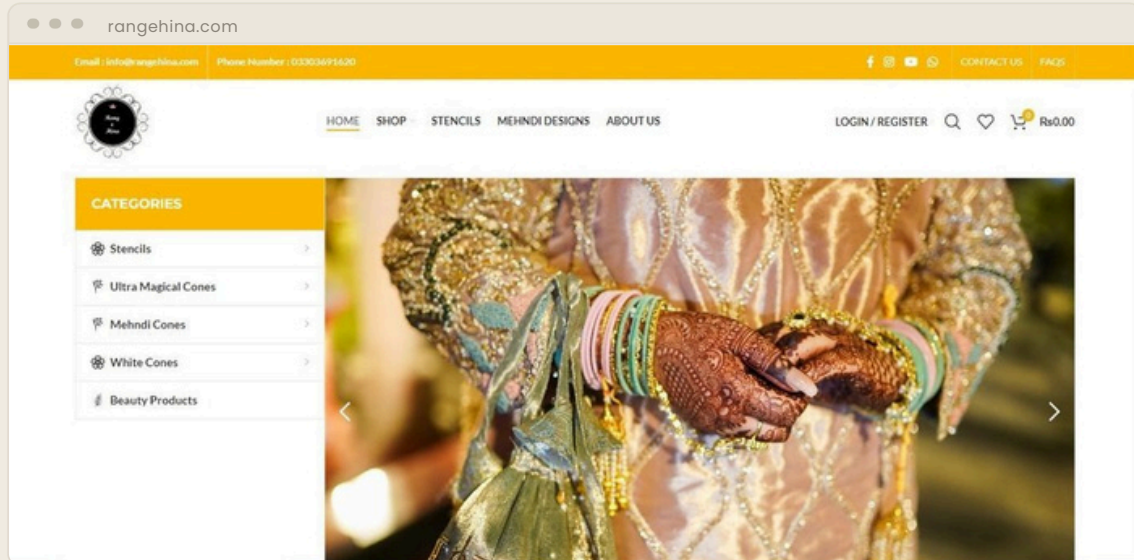
Meta ad campaigns, creative direction, and social management — engineered for a consistently low cost-per-result.

FLAGSHIP · OWN BRAND

Rang e Hina

A henna brand designed, optimised, and advertised — entirely in-house.

Role: Founder & digital lead · WordPress, WooCommerce, Meta Ads, Search Console, Ahrefs



SEARCH ENGINE OPTIMISATION

- ◆ 240,000+ search impressions and 8,000+ organic clicks within 3 months.
- ◆ Moved multiple keywords from page 3–4 to page 1–2; lifted organic CTR to 3.4%.

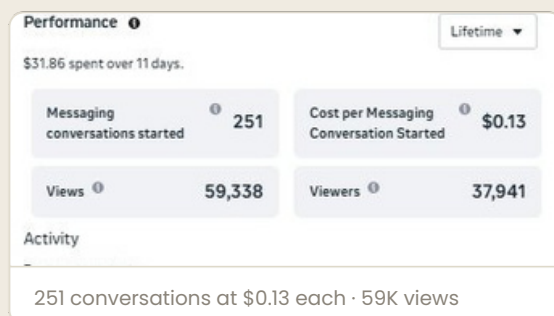
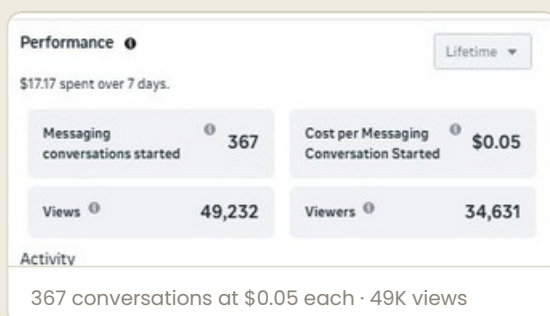
PAID SOCIAL (META / INSTAGRAM)

- ◆ 800+ direct customer conversations across campaigns, reaching 170,000+ people.
- ◆ Cost per conversation as low as \$0.05 — highly efficient lead generation.

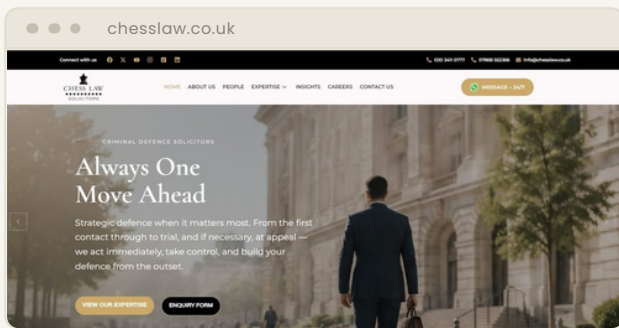
240K+ 800+ \$0.05 170K+

CONVERSATIONS COST / LEAD

LIVE META ADS MANAGER — RANG E HINA CAMPAIGNS



rangehina.com



WEB DESIGN & DEVELOPMENT

Chess Law Solicitors

WordPress · Elementor · 28 pages · designed from scratch

- ◆ Architected 18 practice-area pages plus About, People, Insights, Careers & Contact.
- ◆ Custom responsive design with custom breakpoints — authoritative and trust-building.
- ◆ 24/7 contact flows: click-to-call, enquiry forms, and WhatsApp messaging.

chesslaw.co.uk



OFFICIAL PARTNER SITE

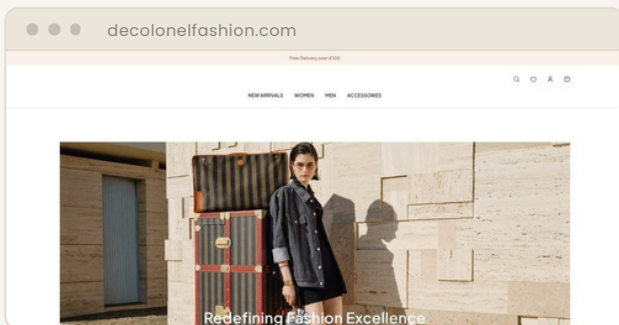
WEB DESIGN & DEVELOPMENT

Travelport — PK & Uzbekistan

WordPress · Elementor · WPML (multilingual) · zero to live

- ◆ Built the Pakistan and Uzbekistan partner sites for Travelport, a global travel-tech brand — from zero to live.
- ◆ Custom Elementor build matched precisely to Travelport's official global theme and brand system.
- ◆ Added a full Russian-language version via WPML for the Uzbekistan market.

travelport.com.pk



E-COMMERCE

Decolone Fashion

WordPress · WooCommerce · UK · payments integrated

- ◆ Built a complete fashion e-commerce store for a UK brand — 40+ products across 4 categories.
- ◆ Full cart-to-checkout flow with integrated payment methods, taken live end-to-end.
- ◆ Responsive storefront with clean product browsing and category structure.

decolonelfashion.com



WHITE-LABEL FOR A UK AGENCY

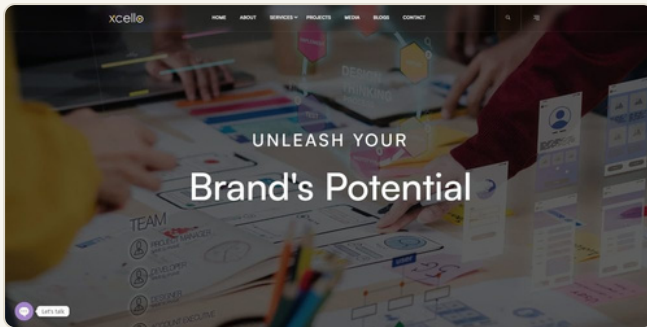
WEB DESIGN & DEVELOPMENT

Pelios — Executive Coaching

WordPress · Elementor · 4 pages · designed from scratch

- ◆ Designed and built a polished 4-page site for a UK executive-coaching practice.
- ◆ Delivered white-label for an agency — clean, corporate brand with a bold hero.
- ◆ Fully responsive, with clear service and contact journeys.

MORE BUILDS



AGENCY WEBSITE

Xcello Digital

WordPress · Elementor · 10+ pages · 90+ PageSpeed

xcellodigital.com



CHARITY WEBSITE

ChildsPlay International

WordPress · 25+pages · Figma → WP

childsplayintl.org

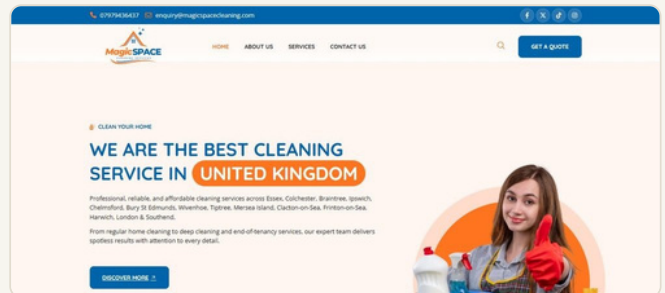


E-COMMERCE

Barelune

WordPress · WooCommerce · nightwear store

barelune.com

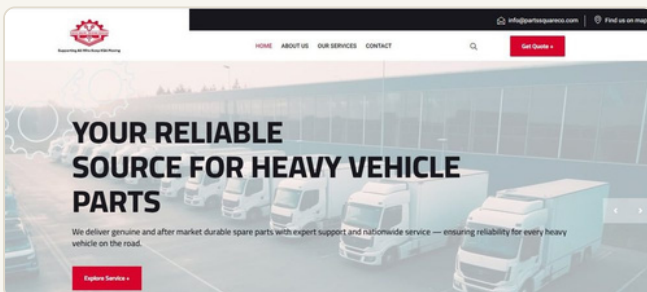


SERVICE WEBSITE

Magic Space Cleaning

WordPress · UK · 5–6pages

magicspacecleaning.co.uk

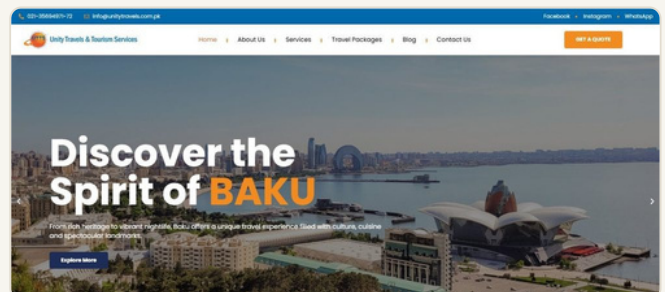


BUSINESS WEBSITE

Parts Square

WordPress · UAE · heavy-vehicle parts

partssquareco.com



TRAVEL & TOURISM

Unity Travels

WordPress · 6–7pages · travel packages

unitytravels.com.pk

ALSO DELIVERED The Dancing Blender — WooCommerce juice store with subscriptions (thedancingblenderv2.com)
· Ambassador Hub UK — Shopify dropshipping store (ambassadorhub.co.uk).

PAID ADVERTISING

Multi-Industry Ad Campaigns

Meta Ads Manager · planning, creative direction & optimisation

- ◆ Real estate (New City Phase 2): 725 lead conversations from one sustained campaign.
- ◆ E-commerce (portable nebulizer, UK): 364 link clicks at just £0.02 per click.
- ◆ Local retail (Al-MaidaDeals): 116 customer conversations at ~Rs24 each.

725

REAL-ESTATE LEADS

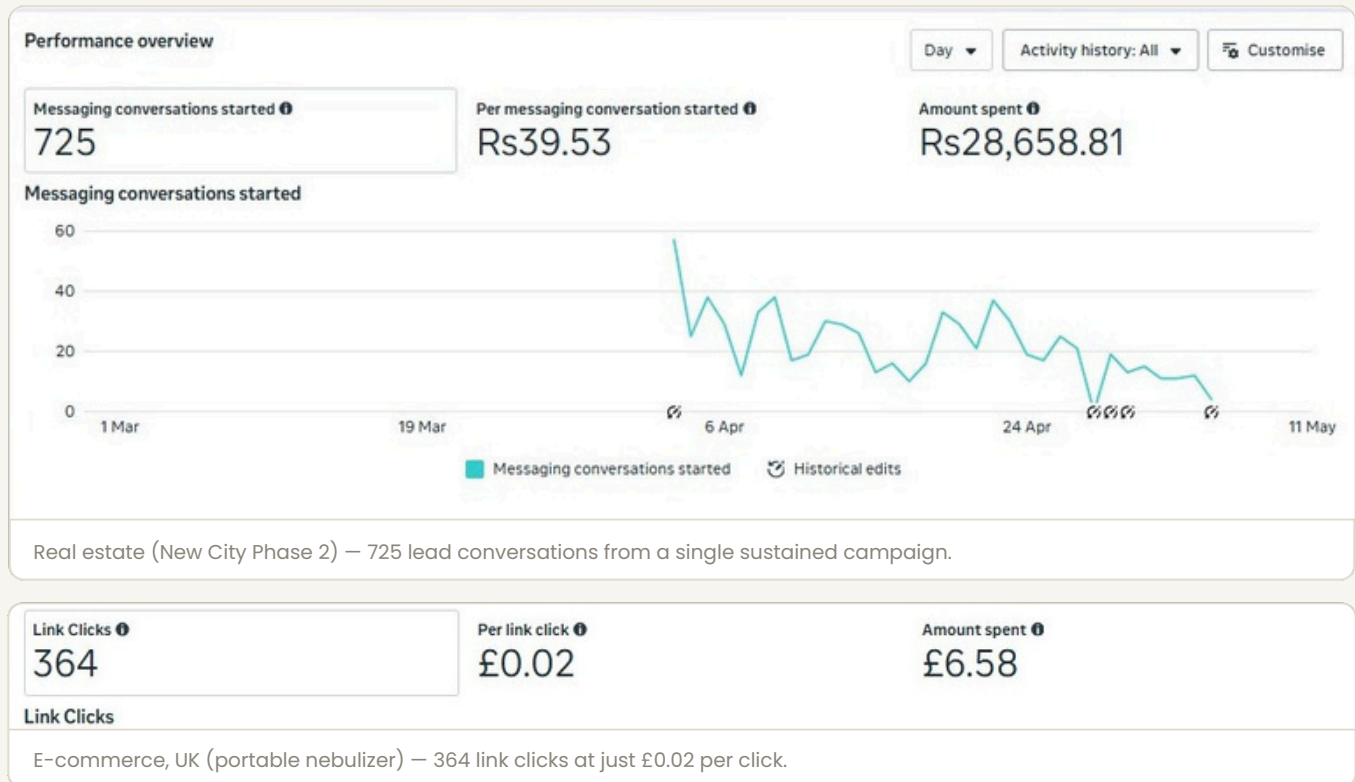
£0.02

COST / CLICK

116

RETAIL LEADS

LIVE CAMPAIGN DASHBOARDS



SEO · CURRENT ENGAGEMENT

Brendat — US LLC Formation

On-page · content · off-page authority building

- ◆ Completed a full 22-page on-page SEO audit, now implemented by the dev team.
- ◆ Building state-specific landing pages (starting with Arizona) and supporting content.
- ◆ Running off-page outreach via HARO, Quora, and LinkedIn.

Active, recently started engagement — performance metrics are still building.

let's build something that performs.