

ALI NASEH ABIDI

WordPress Developer & Digital Marketing Specialist

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PROFESSIONAL SUMMARY

Results-driven WordPress Developer and Digital Marketing Specialist with 7+ years of experience building responsive, performance-optimized websites and executing data-driven marketing campaigns. Proven expertise in WordPress theme and plugin customization, Elementor, HTML/CSS/JavaScript/jQuery, and PHP. Skilled in API integrations, CRO, A/B testing, and cross-functional collaboration with marketing and product teams.

TECHNICAL SKILLS

WordPress & CMS: WordPress (7+ yrs), Elementor, Theme/Plugin Customization, WooCommerce, PHP, MySQL

Frontend: HTML5, CSS3, JavaScript, jQuery, Responsive Design, UI/UX Principles

APIs & Integrations: RESTful APIs, JSON, Payment Gateways, CRM Integrations

Frameworks: React (familiar), Next.js (familiar)

Digital Marketing: SEO, Google Analytics, Power BI, A/B Testing, CRO, Attribution Modeling

AI & Productivity: Claude AI, ChatGPT, Prompt Engineering, AI-Assisted Workflow Automation

Tools: Microsoft Excel, Google Sheets, Adobe Photoshop, Illustrator, CapCut

PROFESSIONAL EXPERIENCE

Growth Analyst | [Paytm Payments Bank](#) | May 2021 – Apr 2026

- Led end-to-end conversion rate optimization (CRO) across web and app funnels by diagnosing drop-off points through user behavior analysis and implementing UI/UX improvements, increasing final signup conversion rates by 10%.
- Designed and executed rigorous A/B and multivariate tests on high-traffic landing pages and onboarding flows, utilizing statistical significance models to validate content strategies and lift overall user engagement.
- Built cross-channel attribution models mapping complex user journeys from initial search query to final conversion, enabling budget reallocation toward high-ROI channels and reducing Customer Acquisition Cost (CAC).
- Integrated third-party data sources and RESTful APIs into reporting pipelines; automated data workflows and built real-time dashboards using Claude Code, eliminating manual reporting hours and enabling immediate data-driven decisions.
- Collaborated with cross-functional teams including marketing, product, and engineering to ensure seamless integration of web-based solutions and campaign analytics.

WordPress Developer | [Avadh Institute](#) | June 2019 – May 2021

- Developed and maintained responsive WordPress websites from scratch and via customized themes, ensuring adherence to UI/UX design principles and cross-device compatibility.
- Designed and modified WordPress themes and plugins to meet specific project requirements using HTML5, CSS3, JavaScript, and jQuery, enhancing overall site functionality and performance.
- Customized Elementor-based layouts and page builders to create visually appealing, user-friendly interfaces aligned with client specifications.
- Integrated third-party tools including payment gateways and contact management systems by working with RESTful APIs to extend website capabilities.
- Monitored and maintained website performance and security, applying best practices and configurations to protect against potential threats.

- Conducted comprehensive testing to ensure all features and functionalities operated as intended, diagnosing and resolving issues to meet quality standards.

Software Testing Intern | [Sparks Solutions](#) | Jan 2019 - Jun 2019

- Designed and executed comprehensive test plans to identify software defects, streamline the debugging process, and improve overall deployment quality.
- Collaborated with developers to reproduce, document, and resolve bugs, applying strong problem-solving skills to improve code reliability.

PROJECTS & LEADERSHIP

AI Content Creator & Founder | [Promptify.ig](#) | Jan 2026 - Present

- Developed and maintained responsive WordPress websites from scratch and via customized themes, ensuring adherence to UI/UX design principles and cross-device compatibility.
- Founded and manage an AI-focused social media platform dedicated to prompt engineering, generative AI tools, productivity, and digital creativity - growing to 50k+ views within the first month.
- Develop content strategies, visual concepts, and storytelling frameworks; design high-performing prompts for image generation, content ideation, and creative workflows.
- Engineered reusable prompt frameworks that reduced content production time by 70% while maintaining quality and consistency-applying the same efficiency principles as scalable, clean code practices.
- Stay informed on the latest AI technologies and web development trends, continuously experimenting with new automation workflows to improve content quality and output efficiency.

EDUCATION

MBA in Information Technology | Osmania University, Hyderabad School of Management | 2017 - 2019

B.Tech in Computer Science & Engineering | JNTU, Royal Institute of Technology and Science | 2013 - 2017

CERTIFICATIONS

- IBM Data Analytics Certification
- HubSpot Content Marketing
- Affiliate Marketing Fundamentals
- Google Technical Support Fundamentals

KEY ACHIEVEMENTS

- Grew @Promptify.ig from zero to 50k+ views in the first month through consistent, audience-focused AI content publishing.
- Reduced content production time by 70% by engineering reusable prompt frameworks without compromising quality.
- Increased final signup conversion rates by 10% through data-driven CRO and UI/UX optimizations across web and app funnels.
- Eliminated manual reporting hours by automating data pipelines and building real-time performance dashboards.