Mirza Burhan

AI Automation, Software & Growth Specialist

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Languages: English, Urdu, Hindi, Punjabi, Arabic

PROFESSIONAL SUMMARY

Digital growth strategist, AI automation specialist and developer with 10+ years of experience and 143 completed projects. Builds AI automation workflows, AI agents, AI-powered software and fast SEO-ready websites, backed by hands-on technical SEO, analytics and performance marketing. Based in Dubai, UAE. Works in English, Urdu, Hindi, Punjabi and Arabic.

CORE COMPETENCIES

AI Automation, AI Agents, AI-Powered Software, Website Development, Software Development, SEO and AI Search, Performance Marketing, Digital Strategy and Delivery.

SKILLS

AI and Automation: AI automation, AI agents, Generative AI, Large language models (LLM), OpenAI API, Claude API, ChatGPT integration, Prompt engineering, RAG (retrieval-augmented generation), AI chatbots, Workflow automation, n8n, Zapier, Make.com, WhatsApp Business API automation, CRM automation, Business process automation
Development: Astro, JavaScript, TypeScript, Node.js, Python, HTML5, CSS3, Tailwind CSS, REST APIs, API integration, WordPress, WooCommerce, Shopify, Git, Responsive web design, Software testing and QA
SEO and Analytics: Technical SEO, Local SEO, E-commerce SEO, Generative engine optimization (GEO), Schema markup (JSON-LD), Keyword research, Content optimization, Core Web Vitals, Google Search Console, Google Analytics 4 (GA4), Google Tag Manager, Semrush, Ahrefs, Moz, Conversion rate optimization (CRO), Data analysis, Reporting and dashboards
Marketing: Digital marketing, Performance marketing, Google Ads (PPC), Meta Ads, Email marketing, Social media marketing, LinkedIn marketing, Content marketing, YouTube marketing, B2B marketing, Lead generation, Brand strategy
E-commerce: Amazon, eBay, Shopify, WooCommerce, Helium 10, Jungle Scout, Listing optimization, Product feed management
Management: Project management, Quality assurance, Multi-site management, Team leadership, Stakeholder communication, Agile delivery

WORK EXPERIENCE

Digital Marketing Lead | Itmad Certification (formerly TUVSW)
Dec 2023 - Present
- Leads digital marketing, SEO and website performance for an accredited certification body.

Digital Marketing Executive | Alliance Global Holding Group (UAE)
May 2023 - Nov 2023
- Reported 25% more leads and a 35% search ranking improvement.
- Lifted organic traffic 30% and cut bounce rate 20% using Adobe Analytics.
- Doubled social followers and secured influencer partnerships.

Head Marketing Strategist | Optimum Tech (DEVSBETA)
Jul 2021 - Mar 2023
- Marketed custom software, app development, AI systems and business automation.
- Reported 40% sales growth in six months and 20% higher Google Ads ROI.
- Managed a team of nine marketing professionals.

Marketing and Operations Manager | White Rose Events (Royal Palm Marquee)
Sep 2019 - Jul 2021
- Reported 120% higher PPC conversion rate and 60% organic ranking gain.
- Grew YouTube subscribers 40% and ran content calendars, A/B tests and quality audits.

Web Developer | XuluLabs LLC
Feb 2015 - Jan 2016

- Wrote testing best-practice documentation and reviewed requirements.

EDUCATION

M.Phil Computer Science | University of Lahore, Pakistan | 2017 - 2021
BS (Hons) Computer Science | Government College University, Faisalabad, Pakistan | 2011 - 2015

CERTIFICATIONS

- Data Analytics - Google and Coursera (Jul 2022)
- Fundamentals of Digital Marketing - Google Digital Garage (Apr 2020)
- Advanced Digital Marketing - DigiSkills (May 2023)
- Advanced Search Engine Optimization - DigiSkills (May 2023)
- Advanced Lead Generation - LinkedIn (Aug 2022)
- B2B Marketing on LinkedIn - LinkedIn (Aug 2022)
- SMM: Strategy and Optimization - LinkedIn (Aug 2022)