

MUHAMMAD RAMEES

Web Designer | SEO Specialist | Digital Marketer | Web Developer

Location: Al Nahda 1, Dubai, UAE

Phone: +971 54 271 1288

Email: rms.palliyal@gmail.com

LinkedIn: linkedin.com/in/muhammad-ramees

Portfolio: muhammad-ramees.github.io

KEY ACHIEVEMENT

Ranked Touchline Sport Academy #1 on Google above LaLiga, FC Barcelona and Manchester City academies — with zero paid advertising. Also achieved visibility on ChatGPT, Perplexity AI, and Google AI Overviews, pioneering GEO/AEO for a UAE sports brand.

PROFESSIONAL SUMMARY

Dubai-based digital professional with 4+ years of hands-on experience delivering complete digital solutions for UAE businesses. Specialist in Technical SEO, GEO/AEO (Generative Engine Optimization), React and Next.js web development, and conversion-focused web design. Proven ability to rank websites #1 on Google with zero ad spend, outranking globally recognized brands. Experienced in managing full digital operations, including social media, Meta Ads, content strategy, and client-facing roles. Skilled at handling end-to-end digital needs as a single point of contact — replacing the need for a full agency.

WORK EXPERIENCE

SEO and Digital Operations Lead, Feb 2025 - Present

Touchline Sport Academy | Al Nahda, Dubai, UAE

- Ranked academy #1 on Google for 'best adult football academy in Dubai', outranking LaLiga, FC Barcelona, and Manchester City academies with zero paid advertising
- Extended organic visibility to ChatGPT, Perplexity AI, and Google AI Overviews, pioneering GEO/AEO for a UAE sports brand
- Built and managed the full academy website, including technical SEO, schema markup, Core Web Vitals optimisation, and local SEO
- Managed end-to-end digital marketing, including social media, Meta campaigns, content strategy, and offline marketing
- Led full academy operations: coach recruitment and interviews, sales, customer interaction, accounts, and ground booking
- Developed academy ERP software and sports facility booking platform from concept to deployment

Freelance Web Designer, SEO Specialist, and Digital Marketer, 2021 - Present

Self-Employed | UAE and Remote

- Delivered 20+ client projects across UAE industries, including hospitality, fitness, retail, and professional services
- Built SEO-first websites with mobile-optimised design and conversion-focused layouts
- Performed full SEO audits using Screaming Frog, Ahrefs, and SEMrush, and improved average client rankings by 15 to 30 positions
- Managed Meta Ads, social media strategy, and content calendars for multiple UAE SME clients

Web Designer and ERP Frontend Developer, May 2024 - Oct 2024

Glaube International Pvt. Ltd. | Kerala, India

- Designed and built landing pages for enterprise SaaS products covering accounting, logistics, and event management modules
- Led full A to Z frontend design and development of a large-scale ERP system serving GCC clients
- Collaborated with the product team on business logic implementation and key feature development
- Conducted end-to-end QA testing across all modules before production launch

Junior Frontend Developer, Aug 2022 - Feb 2024

Prototype | Kerala, India

- Developed frontend interfaces and UI components across multiple web application projects
- Built and shipped web applications, gaining hands-on experience with JavaScript frameworks and collaborative development workflows

SKILLS AND TOOLS

SEO: Technical SEO, On-Page SEO, Keyword Research, Link Building, Local SEO, Schema Markup, Core Web Vitals, GEO, AEO

SEO Tools: Ahrefs, SEMrush, Screaming Frog, Google Search Console, GA4, Looker Studio

Web Development: HTML, CSS, JavaScript, React, Next.js, Node.js, TypeScript, Supabase, PostgreSQL

Design: Figma, responsive design, mobile-first, conversion-focused UI

Marketing: Meta Ads, Social Media Management, Content Strategy, Email Outreach, Offline Marketing

Other: DNS, SSL, GitHub, AI tools including ChatGPT, Claude, Gemini, Cursor

EDUCATION

Diploma in Computer Engineering

Kerala, India

ADDITIONAL DETAILS

Nationality: Indian

Visa Status: Employment Visa, Touchline Sport Academy, Dubai

Languages: English (Professional), Malayalam (Native)