

Shafraz Jeal

Digital Marketing Specialist

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Experienced Digital Marketing Professional with a proven track record of developing comprehensive multi-channel strategies that drive engagement, increase brand awareness, and generate high-impact leads. Skilled in creating data-driven marketing solutions that optimize user journeys and deliver measurable business results.

Professional Experience

MGI-Tech | Senior Digital Marketing Specialist

Apr, 2023 — Present

Led digital marketing for biotech instruments, increasing website engagement by 826.8% and page views by 558.8%
Developed corporate website with 130+ pages, optimising user experience and accessibility
Implemented email marketing automation, improving open rates from 21% to 30% and CTR from 1% to 3.6%
Conducted SEO keyword research to enhance online visibility
Collaborated across UK, Africa, and Europe to standardise marketing strategies
Created comprehensive marketing SOP for content, email, and social media engagement

Shafraz Jeal | Freelance UX Designer

Oct 2022 — Present

Designed and developed bespoke websites for clients across various industries.
Provided end-to-end UX solutions, including research, wireframing, prototyping, and implementation.
Developed branding solutions, including logos and visual identities to strengthen online presence.
Integrated automation tools to streamline business operations and improve engagement.

UX Designer & Digital Strategist | General Luxe Products Ltd

May, 2020 — May, 2022

Conducted UX audits and research to improve e-commerce performance and user experience.
Developed user flows, site maps, and wireframes to enhance navigation and product discoverability.
Implemented A/B testing and analytics to inform design improvements and increase conversion rates.
Collaborated with marketing teams to align UX strategies with overall business goals.

Education

User Research & Usability Testing [Google](#)
Wireframing & Prototyping [Google](#)
Information Architecture (IA) [Google](#)
Accessibility & Inclusive Design [Google](#)
UX Strategy & Content Design [Google](#)

Tools

Figma, Sketch, Adobe XD, Miro, Framer, Wordpress, Adobe illustrator, Photoshop, Canva,

Skills

Digital Marketing Strategy
SEO Optimization
Email Marketing Automation
Content Marketing
Social Media Marketing
Web Analytics
CRM Management
Marketing Automation
Conversion Rate Optimization