



Showkath Ali A

IT Manager & Digital Marketing Executive

CONTACT

rizishowkath@gmail.com
+91 9042884880
Perambalur, Tamilnadu
India – 621212

SKILLS

Website Dev (HTML/CSS/JS)	95%
SEO Campaign Management	92%
IT Infrastructure & Admin	95%
Google Ads & Lead Gen	88%
WordPress & Webflow	90%
UI/UX & Speed Tuning	85%

TECHNOLOGIES

- Technical SEO
- Social Media Mktg
- Bootstrap Framework
- Responsive Web Design
- Digital Advertising
- Core Web Vitals
- Network Security
- Active Directory

HIGHLIGHTS

30+ Years Experience	50+ SEO Campaigns
100+ Web Projects	25+ Digital Campaigns

FIND ME ONLINE

- [in](https://www.linkedin.com/in/showkath-ali) linkedin.com/in/showkath-ali
- [GH](https://github.com/rizishow24) github.com/rizishow24
- [f](https://www.facebook.com/showkath.ali.7921) fb.com/showkath.ali.7921
- [IG](https://www.instagram.com/showkath5930) instagram.com/showkath5930

Showkath Ali A

IT Infrastructure Manager · Digital Marketing Executive · SEO Expert

MCSE | B.COM | PGDCA | Executive Certification in Digital Marketing

PROFESSIONAL SUMMARY

Accomplished Digital Marketing Executive and IT Department Leader with over **30 years** of professional expertise spanning IT infrastructure management, enterprise server administration, and cross-channel digital marketing strategy. Proven record of eliminating silos between deep infrastructural operations and market-facing business generation frameworks — delivering both bulletproof network architecture and top-ranking SEO assets that drive systemic business growth.

WORK EXPERIENCE

IT Manager & Digital Marketing Executive

Beidoun General Trading & Contracting Co. W.L.L. – Kuwait

May 2002 – Present

- Directed full lifecycle deployment for enterprise hardware, server networks, and cloud infrastructure.
- Designed and implemented secure, scalable IT architectures with focus on cybersecurity and operational continuity.
- Planned and optimized digital marketing campaigns across Google Ads, social media, email, and SEO channels.
- Monitored website analytics and campaign performance metrics to enhance marketing ROI.
- Created and managed digital content strategies including landing pages, promotional campaigns, and online branding.

IT Faculty

IFG-ACE Institution – Trichy, India

2000 – 2001

- Delivered lectures and practical training on IT, networking, web development, and software tools.
- Transformed textbook theory into practical modules, maximizing classroom project success rates.
- Provided career guidance and technical support for certifications and industry skill development.
- Coordinated with departments to improve training methodologies and student engagement.

EDUCATION & CERTIFICATIONS

Executive Certification – Digital Marketing

Entri Elevate, Illinois Tech & NSDC

2026 – 2027

Front-End & Back-End (Full-Stack Development)

Codefinity.com

2024 – 2025

Microsoft MCSE – System Administration

Microsoft Professional Certification

2007 – 2008



Showkath Ali A

IT Manager & Digital Marketing Executive

CONTACT

rizishowkath@gmail.com
+91 9042884880
Perambalur, Tamilnadu
India – 621212

SKILLS

Website Dev (HTML/CSS/JS)	95%
SEO Campaign Management	92%
IT Infrastructure & Admin	95%
Google Ads & Lead Gen	88%
WordPress & Webflow	90%
UI/UX & Speed Tuning	85%

TECHNOLOGIES

- Technical SEO
- Social Media Mktg
- Bootstrap Framework
- Responsive Web Design
- Digital Advertising
- Core Web Vitals
- Network Security
- Active Directory

HIGHLIGHTS

30+ Years Experience	50+ SEO Campaigns
100+ Web Projects	25+ Digital Campaigns

FIND ME ONLINE

- in** [linkedin.com/in/showkath-ali](https://www.linkedin.com/in/showkath-ali)
- GH** github.com/rizishow24
- f** [fb.com/showkath.ali.7921](https://www.facebook.com/showkath.ali.7921)
- IG** [instagram.com/showkath5930](https://www.instagram.com/showkath5930)

Bachelor of Commerce (B.COM)

Jamal Mohamed College

1997 – 2000

Post Graduate Diploma in Computer Applications (PGDCA)

Khajamian Higher Secondary School

1997 – 1999

SERVICES & PROJECTS

WordPress & Webflow Development: Custom enterprise-ready themes and responsive Webflow canvases for fast, UI-compliant experiences.

Technical SEO Optimization: Deep indexing audits, schema data, site security reviews, and crawl map profiling.

Google Ads & Paid Marketing: Strategic keyword pipelines and intent-driven funnel designs converting ad-spend into high-yield leads.

Bootstrap & Frontend Engineering: Lightweight, semantic code structures ensuring optimal responsiveness across all viewports.

UI/UX Design Frameworks: Fluid user experiences with intuitive interactions and high-conversion wireframes.

Performance Tuning & Core Web Vitals: Script optimisation, asset scaling, and load-time improvements for peak site performance.

"To maximize corporate velocity by engineering reliable IT ecosystems and leveraging data-driven marketing strategies that systematically convert infrastructure capability into market dominance."