

## Contact

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## Top Skills

Google Adwords  
Web Development  
Digital Marketing

## Certifications

Google Ads Measurement  
certification  
The Fundamentals of Digital  
Marketing  
Google Ads Search Certification  
Shopping ads Certification  
Google Analytics Individual  
Qualification

## Honors-Awards

Pillar of Excellence

# Ali Raza

Digital Marketing Executive at Your Place Real Estate  
Dubai

## Summary

Seasoned digital marketer with 6+ years of experience building and implementing strategies focused on SEO, email marketing, and Adwords largely for small to medium sized ecommerce sites. Successfully grew organic revenue by 74% in 8 months through a content creation and link-building strategy.

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## Experience

Your Place Real Estate  
Digital Marketing Executive  
March 2021 - Present (8 months)  
Dubai, United Arab Emirates

Svarna Training Institute  
Web Development & Digital Marketing Specialist  
December 2015 - February 2021 (5 years 3 months)  
Dubai, United Arab Emirates

Analysing and reporting on website and digital marketing activity using Google analytics and other reporting tools.

Leads all digital marketing programming efforts, ensuring that all programming is on goal and high-performing.

Support and execute the tracking of online KPIs, analyze results and propose improvements.

Ensured that website content is accurate and up to date. Create, develop, and execute inbound marketing campaigns using compelling content.

Manage our paid social strategy with insight into budget allocation and audience targeting.

Using a range of marketing technology, produce website campaign landing pages and marketing emails to support regional marketing campaigns.

Assisting with looking at key areas to improve and optimize our website.

Create promotional material for marketing purposes.

Develop and create dynamic spec ads.

Design and marketing materials development: enhance our brand presence (eBooks, flyers, booth design, web banners, PowerPoints, sales collateral, infographics, videos, etc.).

Manage technical integration with third party services. Monitor uptime, hosting, and databases to ensure site is performing at maximum capacity.

Design and develop high performing landing pages.

Develop, execute and optimize PPC campaigns – keyword research, ad copy, landing pages, bidding, budget management, competitor analysis. Design, build, or maintain web sites, using authoring or scripting languages, content creation tools, management tools, and digital media. Perform or direct web site updates.

Back up files from web sites to local directories for instant recovery in case of problems.

Conduct online marketing initiatives, such as paid ad placement, affiliate programs, sponsorship programs, email promotions, or viral marketing campaigns on social media Web sites.

## The Sheffield Private School

Web Developer & Digital marketing

August 2018 - August 2019 (1 year 1 month)

Dubai, United Arab Emirates

## AlQuranacademy.com

IT Manager

August 2013 - December 2016 (3 years 5 months)

Islamabad , Pakistan

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## Education

Islamia University, Bahawalpur

B.C.S , Computer Science · (2010 - 2012)