

Ali Raza

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<https://alirazaqureshi.com/>

Summary

I am a seasoned digital marketer with 7+ years of experience. I am specialize in Google Ads, Facebook Ads, conversion tracking, and web analytics. I've been consulted for, created, managed, and optimized Google Ads and Facebook Ads campaigns for dozens of clients, providing leads and sales for e-commerce stores, event caterers, real estate agents, and small businesses. I approach digital marketing from a data-driven perspective, experimenting and testing to deliver optimal results. My sweet spots are the intersection of process improvement, strategy, and technology. I have successfully delivered many process and profitability improvement projects across multiple business units and departments, and startups. I will analyze your product's insight & will create a strong marketing strategy using my analysis. Traffic, conversion, social engagement, along with setting up the tracking! I can set up, manage, and troubleshoot Facebook Pixel, Google Tag Manager, Google Analytics, and other tracking tools to track and attribute new leads and sales, ensuring that my clients get results. Being an entrepreneur myself, I understand what matters most to a business — it's getting results. I communicate results and keep my clients in the know with regular updates, personalized reports, and interactive dashboards.

Experience



Digital Marketing Executive

Your Place Real Estate

Mar 2021 - Present (2 years 10 months)



Web Development & Digital Marketing Specialist

Svarna Training Institute

Dec 2015 - Feb 2021 (5 years 3 months)

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.



Web Developer & Digital marketing

The Sheffield Private School

Aug 2018 - Aug 2019 (1 year 1 month)

IT Manager

AlQuranacademy.com

Aug 2013 - Dec 2016 (3 years 5 months)

Education



The Islamia University of Bahawalpur

B.C.S , Computer Science

2010 - 2012

Licenses & Certifications



Google Ads Display Certification - Google

Issued Nov 2020 - Expires Nov 2021

62798738



Google Ads Search Certification - Google

Issued Nov 2020 - Expires Nov 2021

62801199



Google Analytics Individual Qualification - Google

Issued Nov 2020 - Expires Nov 2021

62803693



The Fundamentals of Digital Marketing - Google

H32 2MT SDD



Shopping ads Certification - Google

Issued Apr 2021 - Expires Apr 2022

76545666



Google Ads Measurement certification - Google

Issued Apr 2021 - Expires Apr 2022
76543985

Skills

Google Ads • Web Development • Digital Marketing • Search Engine Optimization (SEO) • E-commerce • E-commerce SEO • Marketing • Marketing Strategy • Web Design • Web Analytics

Honors & Awards

Pillar of Excellence - Svarna Training Institute
Dec 2020