



Mohsin Ali (Google & Meta Certified)

Full Stack Digital Marketer

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Skills

Digital Marketing	● ● ● ● ●	Performance Marketing	● ● ● ● ●
Social Media Marketing	● ● ● ● ●	Google Advertising	● ● ● ● ●
Web Design & Development	● ● ● ● ●	Graphic Designing	● ● ● ● ●
CRM Management	● ● ● ● ●	Advanced Artificial Intelligence	● ● ● ● ●
Google Looker Studio	● ● ● ● ●	Google Analytics	● ● ● ● ●
Search Engine Optimization	● ● ● ● ●	Virtual Assistant	● ● ● ● ●
Retention Marketing	● ● ● ● ●	E-Commerce Expert	● ● ● ● ●
Content Writing	● ● ● ● ●	WordPress Professional	● ● ● ● ●
Adobe Illustrator	● ● ● ● ●	Corel Draw Expert	● ● ● ● ●
Team Leadership	● ● ● ● ●	Reporting & Analytics	● ● ● ● ●

Summary

I'm Mohsin Ali, a Full Stack Digital Marketing Expert and Performance Marketing Specialist, certified by Google & Meta. With 8 years of experience as a Digital Director, I excel in leveraging technology and digital platforms to drive business growth and boost brand visibility. My expertise includes comprehensive digital strategies, SEO, PPC, social media marketing, and team leadership. I'm passionate about using data-driven insights and innovative AI strategies to optimize campaigns. Dedicated to delivering results, I create impactful campaigns that help businesses achieve and surpass their goals.

Professional Experience

Performance Marketing Specialist,
Rain Management Consulting

Feb 2023 – Sep 2024
Dubai, United Arab Emirates

Responsibilities:

- **Performance Marketing Strategy:** Develop and execute performance driven digital marketing strategies that enhance brand recognition, broaden outreach, and drive revenue growth.
- **Google Ads Mastery:** Manage and optimize Google Ads campaigns to achieve peak efficiency, emphasizing precise targeting, keyword optimization, and strategic budget allocation, resulting in increased website traffic and improved conversion rates.
- **Social Media Advertising:** Oversee advertising campaigns across various social media platforms, including Facebook, Instagram, LinkedIn, Twitter, and TikTok. Leverage advanced targeting and segmentation techniques to boost engagement and drive conversions.
- **Search Engine Campaigning:** Plan and implement advertising initiatives for search engines, refining keywords, ad content, and landing pages to increase visibility and attract relevant traffic.

- **Google Looker and Analytics:** Utilize Google Looker and Google Analytics to gain in depth insights into campaign performance, visitor behavior, and website optimization opportunities. Employ data analysis to drive data backed decisions for performance improvement.
- **Web Design Expertise:** Create user friendly, visually captivating websites that provide a seamless and efficient user experience with an emphasis on conversion rate optimization.

International Marketing Specialist, Xpat Group Co. LLC

Apr 2021 – Jul 2022
Dammam, Saudi Arabia

 **Responsibilities:**

Marketing Leadership: Spearheaded digital marketing initiatives, driving brand prominence and customer engagement.

Digital Strategy Development: Formulated effective strategies to enhance the company's online presence and attract a global clientele.

Google Ads Management: Optimized Google Ads campaigns to maximize ROI and direct targeted traffic to the company's digital platforms.

Social Media Management: Executed advertising campaigns on various social media platforms to increase brand visibility and attract customers.

Website Oversight: Supervised website development to ensure user-friendly experiences and visually appealing designs.

Performance Analytics: Utilized data analysis to make informed decisions, optimize marketing campaigns, and drive commercial success.

Digital Marketing Specialist, MacroXoft Technologies

Jun 2016 – Feb 2021
Lahore, Pakistan

 **Responsibilities:**

- **Strategic Digital Planning:** Developed and executed comprehensive digital marketing strategies aligned with company objectives, leveraging a mix of channels like SEO, PPC, email, and social media.

- **SEO Optimization:** Conducted in-depth SEO audits, optimized website content, and implemented strategies to enhance organic search rankings, resulting in increased visibility and website traffic.

- **PPC Campaign Management:** Managed end-to-end PPC campaigns, including budget allocation, keyword research, ad creation, and performance monitoring, ensuring maximum ROI.

- **Social Media Management:** Oversaw social media platforms, creating and curating engaging content, running targeted ads, and fostering audience engagement to build brand presence.

- **Email Marketing:** Developed and executed email marketing campaigns, from content creation to segmentation, leading to improved customer retention and engagement.

- **Analytics and Reporting:** Utilized tools like Google Analytics to track and analyze campaign performance, providing insights for continuous improvement and data-driven decision-making.

- **Conversion Rate Optimization (CRO):** Implemented strategies to optimize website elements, improving user experience and increasing conversion rates.

 **Education**

Bachelor of Computer Science, University of the People May 2023

IT Professional, Google Oct 2020

FSc, Punjab College of Science Apr 2015

 **Certifications**

 **Google Digital Marketing & E-commerce Professional**  2023 | Google

 **Social Media Marketing Professional Certificate**  2021 | Meta

 **Facebook Certified Digital Marketing Associate**  2021 | Meta

 **Website Designing & Development, E Venture Solutions** 2017 | Lahore

 **Digital Marketing/ SEO, Edge College** 2017 | Lahore