



# HAFIZ MUHAMMAD ALI SHAN

## DIGITAL MARKETING SPECIALIST

+971581515108

<https://hmalishan.com/>

ali.shan77772@gmail.com

Dubai.

Employment Visa – UAE

Valid UAE Driving License

## About Me

I am a results-oriented Digital Marketing and IT Specialist with over 7 years of combined experience in managing digital platforms, web technologies, SEO strategies, PPC campaigns, AI-driven optimization tools, and WordPress development. I excel in leveraging data-driven insights to improve online presence, increase lead generation, and deliver measurable growth outcomes. My background in both IT and digital marketing enables me to bridge the gap between technical implementation and strategic campaign execution, making me an ideal fit for roles that require both analytical rigor and creative solutions. I am proactive, highly organized, and adept at working with cross-functional teams to meet performance goals.

## Education

### Master of Computer Science

Virtual University of Pakistan  
2019 – 2021

### Bachelor of Computer Science

Bahauddin Zakariya University  
2016 – 2018

## Language

- English
- Hindi
- Urdu

## Experience

### Digital Marketing & Web Manager

2024 – Present

VASTLY REFINED OIL PRODUCTS TRADING L.L.C

Dubai, UAE

I have hands-on experience in social media management, including post creation, content scheduling, and running Meta Ads campaigns for lead generation and engagement. I regularly design static posts, manage content calendars, and optimize advertising performance through audience targeting and analytics.

#### Key Responsibilities

- Created static posts and marketing creatives for social media platforms aligned with brand identity.
- Planned and executed content calendars with consistent post scheduling across platforms.
- Managed Facebook and Instagram pages with regular audience engagement and growth strategies
- Designed and launched Meta Ads (Facebook & Instagram Ads) for lead generation and brand awareness
- Optimized ad campaigns through audience targeting, A/B testing, and performance monitoring
- Used AI tools for content ideas, caption writing, and campaign improvement
- Analyzed ad performance using Meta Business Suite and improved ROI through data insights
- Coordinated post designs, captions, hashtags, and publishing schedules for maximum reach
- Integrated landing pages with ad campaigns to improve conversion rates

### Digital Marketing & Web Manager

2023- 2024

Carpe Diem UK

Dubai, UAE

Developed and maintained multiple client websites built on WordPress and GoHighLevel platforms, optimizing landing pages, content structure, and user experience to increase conversions. Managed PPC campaigns (Google Ads, Meta Ads), monitored analytics, and refined strategies based on performance trends. Leveraged digital marketing tools and AI-assisted insights to improve targeting and campaign ROI.

# PROJECTS

## Online Global Medicine Directory

Web app is a global directory connecting users to healthcare providers.

## Point of Sale With Inventory

This Web Application Manage All Parties Accounts and Customer Sales.

# CERTIFICATES

- Fundamentals of Digital Marketing
- Google IT support
- MSCE
- Google Digital Marketing with E-commerce
- WordPress Training
- Cisco Corporate Social Responsibilities

# Skills



## Key Responsibilities

- Improved organic traffic for client websites through on-page SEO, keyword structuring, and content optimization.
- Designed high-converting landing pages that increased lead generation and client inquiries.
- Managed Google Ads and Meta Ads campaigns with continuous optimization for better ROI.
- Used AI tools for content ideas, keyword research, and campaign improvements.
- Created automated funnels in GoHighLevel that improved client conversion rates.
- Developed performance reports using Google Analytics and campaign dashboards for data-driven decisions.
- Successfully handled multiple international client projects simultaneously with high client satisfaction.

## Web Developer | GHL | Digital Marketer

2019- 2023

Pakistan

Rizwan Traders

Designed responsive WordPress sites, integrated CRM systems, and implemented tracking pixels for performance analysis. Enhanced user engagement through continuous SEO refinements and digital marketing automation.

## Web Developer & Digital Integration

2017- 2019

Pakistan

A1 innovative Solution

### Key Responsibilities

- Delivered multiple custom websites with modern UI/UX and responsive design.
- Managed projects from concept to deployment while meeting strict deadlines
- Improved website usability and customer experience through structured design practices.
- Worked closely with clients to translate requirements into functional digital solutions.

At A1 Innovative Solution, I worked as a Web Developer, where I was responsible for designing, developing, and maintaining responsive and user-friendly websites. My key responsibilities included: Website Development: Utilized HTML, CSS, JavaScript, and various content management systems to create visually appealing and highly functional websites. Custom Solutions: Developed tailored web solutions to meet specific client needs, ensuring high-quality deliverables and client satisfaction. User Experience: Focused on enhancing user experience through intuitive design and seamless functionality. Project Management: Managed multiple projects simultaneously, meeting deadlines and maintaining high standards of quality. Collaboration: Worked closely with clients and team members to understand requirements and deliver effective web solutions. My role at A1 Innovative Solution involved a hands-on approach to web development, ensuring that every project was executed with precision and attention to detail.