

# MUHAMMAD UMAR ALI

## CONTACT NUMBER

+923000512318

## EMAIL

[umarali2019@outloo.com](mailto:umarali2019@outloo.com)

## WEBSITE

<https://umaralidigital.com>

## LINKEDIN

<https://bit.ly/3IMwz4O>

## PERSONAL

Date of Birth  
May 6, 1990

Gender  
Male

Martial Status  
Married

Nationality  
Pakistani

## TOOLS

ActiveCollab  
Monday.com  
Trello  
Asana  
Slack  
Agency Analytics  
Whatagraph

## INTERESTS AND HOBBIES

Research in Latest Trends of Digital Marketing  
Research in Web 3.0 & Metaverse  
Books Reading  
Travelling & Sports

## CAREER OBJECTIVE

To seek for challenging position in a comparative organization where I can utilize my professional skills and capabilities. I want to work with a team of professionals to maximize my potential growth and performance. To serve in a progressive organization that offers challenging work, environment, and vast opportunities for my carrier development.

## EDUCATION

### MS/M.Phil

2011-2013  
Government College University, Faisalabad.

### BS (HONS.)

2006-2010  
Government College University, Faisalabad.

## WORK EXPERIENCE

### AGENCY STACK

**Position:** Paid Social Media Department Head | Performance Marketer (Currently working)

#### Duties and Responsibilities:

- ✓ Dedicated Resource for Agencies
- ✓ International Client Meetings
- ✓ Social Media (Facebook/Instagram, LinkedIn, Pinterest, X) Page/Business Audit
- ✓ Social Media (Facebook/Instagram, LinkedIn, Pinterest, X) Ad Account Audit and Funnel Strategy
- ✓ Ads Copywriting
- ✓ New Campaign(s), Ad Set(s) and A(s) Drafting as per Funnel Strategy (Facebook/Instagram, LinkedIn, Pinterest, X)
- ✓ Campaign(s) Analysis and Budget Optimisation (Monitoring and Modification)

- ✓ Weekly Reporting and Suggestions to Improve Performance
- ✓ Pixel Setup through API (Partner Integration)
- ✓ UTM/URL Parameters Setup
- ✓ Conversions API and Google Tag Manager
- ✓ Monthly Reporting (Whatagraph, Agency analytics etc.)

## GLOBITAL

**Position: Social Media Ads Project Manager (1 Year)**

### **Duties and Responsibilities:**

- ✓ National & International Client Meetings
- ✓ Facebook, Instagram Page Audits
- ✓ Facebook, Instagram Ad Account Audit
- ✓ Existing Campaigns Audit/Analysis
- ✓ Funnel Strategy as per Business Requirements
- ✓ Ads Copywriting
- ✓ New Campaign(s), Ad Set(s) and Ad(s) Drafting (Facebook/Instagram)
- ✓ Campaign(s) Analysis and Budget Optimisation (Monitoring and Modification)
- ✓ Weekly Reporting and Suggestions to Improve Performance
- ✓ Pixel Setup (Browser & Custom Conversions)
- ✓ UTM Parameters Setup
- ✓ Monthly Reporting (Whatagraph, Agency analytics etc.)

## HUSH CAT SHOES

**Position: Ecommerce Department Head (1 Year)**

### **Duties and Responsibilities:**

- ✓ Responsible for Digital Marketing Strategy and Implementation
- ✓ Advertising and Managing all Social Media assets including Facebook, Instagram, and LinkedIn.
- ✓ Developed and managed the company's business website on a day-to-day basis to Meet the Requirements of Web Management.
- ✓ Designed and guided the SEO team to Implement On-Page, Off-Page, and Technical SEO Strategies.

- ✓ Photoshoot of New Products.
- ✓ Uploaded New Products to the Website.
- ✓ Completed end-to-end E-commerce operations from Order Confirmation to Delivery and follow-through.
- ✓ Kept the website updated as per Inventory/Stock.
- ✓ Reconciled Online Sales with the accounts department.
- ✓ Updated and shared the Reconciliation Sheet on a daily basis with management.
- ✓ Guided and trained other team members.

#### **AUTHOR OF TWO INTERNATIONAL BOOKS**

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- ✓ **Ali, M.U.**, Hina, S., and Hanif, M.U., 2013. **STUDY OF OCCUPATIONAL EHS PRACTICES AT FERTILIZER PRODUCING INDUSTRIES**. Av Akadmeikerverlag GmbH & co. KG Heinrich-Bocking-Str. 6-6,66121Saarbruken, Deutschland/Germany. (<https://bit.ly/2kvBb38>)
- ✓ Hanif, M.U., **Ali, M.U.**, and Adil, M., 2014. **STUDY OF OCCUPATIONAL EHS PRACTICES AT MAIZE PROCESSING INDUSTRIES**. Av Akadmeikerverlag GmbH & co. KG Heinrich-Bocking-Str. 6-6,66121Saarbruken, Deutschland/Germany. (<https://bit.ly/2m0UX7e>)

#### **INTERNATIONAL TEFL TRAINING**

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- ✓ 120-hour TEFL Course: Certificate in Teaching English as a Foreign language.

#### **ORGANIZATIONAL SKILLS**

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- ✓ Detailed Oriented
- ✓ Communication
- ✓ Strategy Building & Workflow Optimization
- ✓ Time Management & Multitasking
- ✓ Project Management & Prioritization
- ✓ Critical Thinking, Adaptability & Problem Solving
- ✓ Resource Management & Task Delegation
- ✓ Continuous Learning

### **OTHER COMPETENCES**

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Travelling Across Pakistan, China, Sri Lanka, Qatar

Sports Cricket (with distinctions), Football, Badminton

### **REFERENCES**

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Can be provided on demand.

### **DECLARATION**

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I declare that the information provided above is true and correct to the best of my knowledge.