



ALI RAZA

Digital Marketing Lead

Results-driven and Meta Certified Creative Strategy Professional with a proven track record of developing and executing innovative digital marketing strategies. Google Certified and TikTok SMB Certified, I bring a comprehensive skill set in digital marketing analysis. With a keen understanding of industry trends and a commitment to staying at the forefront of emerging technologies, I am dedicated to driving impactful results and elevating brand presence across diverse digital platforms.

Contact

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Address

Islamabad, Pakistan

Education

Degree: Bachelor of Business Administration

University: National University of Modern Language

Year: 2020

Degree: Intermediate

College/Institute: F.G Sir Syed College The Mall, Rawalpindi Cant.

Year: 2016

Portfolio (Clickable Links)

Case Studies

<https://aliraza.digitalgenixsolutions.com/>

LinkedIn

<https://www.linkedin.com/in/aleyawan/>

Case Studies

<https://www.behance.net/Aelymalik>

WORK EXPERIENCE

7 Tides Digital UK

Digital Marketing Team Lead

June 2022 - Present

- Lead cross-functional teams in Social Media, Design, Content, and SEO management.
- Develop and execute marketing strategies aligned with brands KPIs.
- Oversee acquisition channels, including paid media, organic, affiliate, and third-party.
- Directly manage Paid Social, PPC, SEO, and organic Social Media performance.
- Collaborate with sales teams to align campaign plans and optimize results.
- Analyze website traffic and conversions, implementing improvement plans.
- Evaluate marketing activities for effectiveness and ROI.
- Measure and report on campaigns to enhance future strategies and ROI.
- Conduct market research, analyze trends, and identify new opportunities.
- Collaborate with creative and web development teams for engaging content and optimal user experience.
- Stay updated on emerging digital marketing trends and technology.
- Integrate CRMs (Zoho and Highlevel) and automation platforms (Zapier, Pabaly).
- Implement Chatbots (Manychat, Tawkto) for enhanced customer interactions.

7 Tides Digital UK

Social Media Marketing Manager

May 2021 - June 2022

- Develop and execute organic social media strategies for multiple brands on platforms including Instagram, Facebook, LinkedIn, Pinterest and TikTok.
- Drive growth and community engagement through compelling, educational, and inspiring content.
- Collaborate with brand managers to align social media strategies with brand positioning, values, and overall business objectives.
- Stay updated on social media trends and algorithms, adjusting strategies accordingly.
- Create, schedule, and publish content using tools like Hootsuite, Zoho Social and Buffer.
- Collaborate with in-house designer to develop design templates and social media guidelines.
- Manage daily community engagement, identifying sales opportunities and potential collaborations.
- Provide monthly social media reports to brand managers, analyzing and adapting strategies based on performance.

ACE Group of Companies UK

Social Media Specialist

June 2020 - April 2021

- Developed and executed impactful social media strategies for enhanced brand presence.
- Managed content creation, scheduling, and engagement across multiple platforms.
- Analyzed metrics to optimize content and drive user acquisition and conversion.
- Collaborated cross-functionally to ensure cohesive brand messaging.
- Stayed updated on industry trends and implemented innovative social media tactics.
- Conducted performance reviews, engaged with the online community.

Honors & Awards

- Best Team Lead - PFG Group
- Employee of the Month - 7 Tides Digital
- Employee of the Month - 7 Tides Digital
- Employee of the Month - PFG Group
- Employee of the Month - PFG Group

Top Skills

- Data-Driven Strategic Planning
- Team Leadership
- Campaign Management
- Data Analysis
- Email & SMS Marketing
- Conversion Optimization
- Digital Trends Awareness
- Cross-functional Collaboration
- Budget Management
- Client Communication
- Project Management

Tools Knowledge

- Asana
- Hotjar
- Google Optimize
- Zapier/Pabably Connect
- Zoho Social
- Zoho CRM
- GoHighlevel
- Buffer
- SEMrush
- Google Analytics 4
- Looker Studio
- Google Tag Manager
- Mailchimp
- Textmagic
- Manychat
- Tawk.to
- Bing Webmaster Tools
- Google Search Console

Languages

English

Urdu

- Presented regular reports on social media performance and ROI to stakeholders.
- Executed advertising campaigns, managed budgets, and analyzed performance.
- Utilized tools like Hootsuite and Buffer for streamlined social media management.
- Contributed to crisis communication plans and ensured brand consistency.
- Stayed informed on emerging trends in social media marketing.
- Played a role in broader digital marketing strategy development

Usama Trading Company

Social Media Specialist

February 2019 - June 2020

- Oversaw and curated content for company social media accounts.
- Executed campaigns to boost brand awareness and engagement.
- Created and published daily content on platforms like Facebook and Instagram.
- Managed customer inquiries and feedback on social media channels.
- Conducted market research to stay informed on industry trends and competitors.
- Analyzed social media metrics, delivering reports to the management team.
- Collaborated across departments to align social media efforts with company goals.

CERTIFICATION

Google Ads Search Professional Certification

Skillshop Issued Oct 2023 · Expires Oct 2024

Credential ID 85430275



Introduction to Data Analytics

Coursera Issued Aug 2023

Credential ID X5AYB5WE6PYB

Data Analytics Methods for Marketing

Meta Issued May 2023

Credential ID 4HHY35C644ZW



Digital marketing landscape

Meta Issued Feb 2023



The Fundamentals of Digital Marketing

Google Digital Garage Issued Mar 2022

Credential ID Q8Y G22 627

Advanced Google Analytics Certified

Issued Nov 2022

SMB Certified - Tiktok - TikTok for Business

Issued Nov 2022



Meta Certified Creative Strategy Professional - Meta

Issued Oct 2022



Google Analytics 4 Certification

Issued Nov 2022

Google My Business - Google

Issued Nov 2022

Credential ID 133303418

Google Tag Manager - Google

Digital marketing landscape - Meta

Issued Feb 2023