

SHAMSHER ALI

DIGITAL MARKETING SPECIALIST

CONTACT

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international city phase 2, Dubai (UAE)

CORE COMPETENCIES

Search Engine Optimization (SEO)
Pay-Per-Click (PPC) Advertising
Social Media Marketing (SMM)
Content Marketing Strategy
Email Marketing & Automation
Google Ads & Facebook Ads
Data Analytics & Reporting (Google Analytics, SEMrush etc)
Conversion Rate Optimization (CRO)
WordPress & CMS Management
Marketing Campaign Strategy & Execution

PROFESSIONAL EXPERIENCE

Digital Marketing Specialist
Blueiris Soft Trading LLC, Dubai
May 2021 – Present

CERTIFICATIONS

Google Ads Certified
Google Analytics Certified
HubSpot Inbound Marketing Certified
Facebook Blueprint Certification
SEMrush SEO Certification

TECHNICAL SKILLS

Google Ads, Facebook Ads Manager
Google Analytics, Google Search Console
SEMrush, Moz, Ahrefs, Ubersuggest
Mailchimp, HubSpot, ActiveCampaign
WordPress, Shopify, Wix
Canva, Adobe Photoshop

EDUCATION

Bachelor's Degree in Software Engineering
NIIT, DELHI

2008-2011

Diploma in Hardware & Networking upto Chip Level
A-Set, New Delhi

2008-20010

PERSONAL ATTRIBUTES

Strong analytical and problem-solving abilities
Excellent communication and collaboration skills
Adaptable to fast-paced environments and changing trends
Highly organized with a keen eye for detail
Passionate about staying updated with the latest digital marketing trends

PROFILE

Results-driven Digital Marketing Specialist with 3 years of experience in creating and executing data-driven marketing strategies that drive traffic, engagement, and conversions. Skilled in SEO, PPC, content marketing, social media management, and web analytics. Proven track record of optimizing online presence and delivering measurable growth in brand visibility and revenue.

PROFESSIONAL EXPERIENCE

Digital Marketing Specialist

Blue Iris Soft Trading LLC, Dubai

2021 – Present

- Spearheaded SEO strategy for company website, leading to a 40% increase in organic traffic within 6 months.
- Managed Google Ads and Facebook Ads campaigns with an annual budget of \$150,000, resulting in a 30% increase in ROI.
- Developed content marketing strategies that boosted engagement by 20% and improved lead generation by 25%.
- Created and managed email marketing campaigns with an average open rate of 25% and a click-through rate of 6%.
- Analyzed website performance and user behavior using Google Analytics, identifying areas for CRO and implementing changes that led to a 15% increase in conversions.
- Collaborated with cross-functional teams, including design, development, and sales, to ensure alignment on campaign goals.

Digital Marketing Coordinator

JoshFactory, India

2016-2021

- Managed social media accounts, driving a 50% increase in followers and a 35% rise in engagement across multiple platforms.
- Assisted in executing PPC campaigns, optimizing for lower cost-per-click (CPC) and increasing click-through rates (CTR) by 10%.
- Conducted keyword research and on-page optimization, improving search engine rankings and generating 20% more organic leads.
- Contributed to email marketing efforts, helping achieve a 20% higher conversion rate compared to previous campaigns.
- Prepared detailed reports on campaign performance, using data analytics tools to provide insights and recommendations for optimization.

PROFESSIONAL EXPERIENCE

- Lead Generation Campaign:** Increased qualified leads by 35% through a well-executed multi-channel digital marketing campaign using Google Ads and social media platforms.
- SEO & Content Strategy:** Boosted organic traffic by 40% in 6 months for an e-commerce site through targeted content marketing and on-page SEO optimization.
- Social Media Growth:** Managed an Instagram campaign for a retail client, leading to a 50% increase in followers and a 25% growth in sales attributed to social media.