



# MERBAN ALI

Marketing Intern Applicant | Digital Marketing & SEO Trained (PMYSDP)

## PROFILE

- Strong customer service orientation with a proactive approach
- Excellent teamwork, self-initiative, and organizational skills
- Structured and goal-driven working style
- Solid foundation in digital marketing, Google Ads, and Meta Ads
- Practical experience in sales promotion, content creation, and visual branding

## CONTACT

PHONE:  
+92 03181804757

Address:  
Haider Street 3, Abbottabad Pakistan

Date of Birth:  
06.04.2001

Marital Status:  
Single

EMAIL:  
[alimerban18@gmail.com](mailto:alimerban18@gmail.com)

## HOBBIES

Learning new language  
Playing Cricket

## LANGUAGE

Urdu – Native  
English – Fluent (Written & Spoken)  
German – Intermediate (B1 level)

## EDUCATION & CERTIFICATION

**Government College of Management and Sciences, Abbottabad**  
[May 2018 - Jul 2020]

- Diploma in Business Administration
- Completed a comprehensive diploma covering key areas such as marketing, management, finance, and business operations.
- Developed strong foundational skills in business strategy, organizational behavior, and customer relations.
- Gained practical knowledge in handling administrative tasks, analyzing business data, and supporting team-based projects.

## CERTIFICATIONS

**Digital Marketing & SEO Certification (PMYSDP / NAVTTC)**  
**COMSATS University Islamabad, Abbottabad Campus**  
[Mar 2025 – June 2025]

- Completed 3-month intensive training in SEO, Google Ads, Meta Ads, and email marketing
- Gained practical experience using Canva, Google Analytics, and Tag Manager
- Studied on-page and off-page SEO, content strategy, and paid campaign setup
- Developed mock campaigns and performed competitor and keyword research

## WORK EXPERIENCE

**COMSATS University Islamabad – Abbottabad Campus**  
**[Digital Marketing Trainee]**  
[July 12, 2025 – July 28, 2025]

- Designing marketing materials using **Canva**, including social media graphics and promotional content.
- Supporting content planning, keyword research, and performance analysis using tools like WordPress and Google Analytics.

**Reckitt Benckiser [Handled by Resource Link]**  
**[Perfect Store Auditor]**  
[Feb 2023 – Oct 2024]

- Conducted retail audits to ensure adherence to Perfect Store execution standards
- Collected competitor insights and provided feedback to the sales and trade marketing teams
- Worked with merchandising staff to ensure product availability and visibility
- Ensured in-store activation compliance across key outlets and region

## SKILL

- Social Media Management
- Content Creation
- Basic SEO & Email Marketing
- Google & Pinterest Ads
- Communication & Teamwork

### **Friesland Campina Pvt. Ltd. [Handle outreach]**

#### **[Sales Promotion Officer]**

[Mar 2020 – July 2021]

- Managed point-of-sale marketing materials and product stock levels
- Achieved regional sales targets and built strong customer relationship
- Promoted products at retail locations and handled customer queries