

Summary

Results-driven eCommerce specialist with 4+ years of experience managing Shopify stores, optimizing digital sales funnels, and executing high-performance campaigns across Shopify, Amazon, and paid channels. Proven track record in improving conversion rates, developing custom Shopify tools, managing product catalogs, and driving over \$30K in revenue through Facebook Ads. Skilled in CRO, merchandising, A/B testing, and collaborating with cross-functional creative, dev, and operations teams. Passionate about helping brands scale through data-driven growth and user experience optimization.

Experience

Shopify & Performance Marketing Consultant (Freelance)

Remote 2021- Present

- Built and launched custom Shopify stores from scratch, including product catalog, navigation, collections, upsell flows, and third-party integrations
- Built Custom Tools Like Product Tile Calculator using Html, Css, Js & Shopify Liquid
- Developed custom Shopify tools to improve backend workflows and enhance user experience
- Managed over **\$30,000 in Facebook Ad spend**, increasing store revenue and return on ad spend (ROAS) through optimized landing pages and product funnels
- Implemented A/B testing strategies using tools like **Intelligems** and **Lucky Orange**, leading to 18–28% improvement in conversion rates
- Integrated CRO best practices (e.g., sticky ATC buttons, simplified UX, upsells) to drive sales growth
- Collaborated with developers and designers to QA site updates and align branding with performance strategy

Digital Marketing Expert (Freelance)

IslamiCity (Los Angeles Remote) 2023 - Present

- Handled \$10k + Ad spend across various channels such as Facebook, Google and other Paid Channels.
- Supported brand development initiatives, contributing to the visual consistency of all marketing assets and ensuring brand alignment with target audience expectations.
- Created custom illustrations, icons, and layouts for client projects, enhancing the visual appeal of deliverables and aligning with client brand standards.
- Assisted in the development and implementation of design guidelines, ensuring consistent application of brand elements across all assets.

Google Ads Manager

BigLife Marketing (United States, Remote) 2022 - 2023

- Ran **\$20,000+ in Google Ads campaigns** across multiple industries including fashion, SaaS, and local services
- Used **Google Tag Manager (GTM)** for setting up pixels, events, and conversion tracking
- Leveraged **GA4** to analyze user behavior and optimize ad performance based on real-time data
- Collaborated with developers and designers to align landing pages and creative assets with campaign strategy

Junior Graphic Designer

ADINITY (Lahore, Pakistan) 2021 - 2022

- Supported UI/UX and marketing design for eCommerce businesses
- Assisted with graphics and layout adjustments on Shopify and WordPress-based stores

- Developed product imagery and ad creatives for online campaigns
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Freelance Web Designer/ Developer

2019 - 2021

- Designed and developed custom websites using **Shopify and WordPress**, delivering fully responsive and visually aligned digital storefronts
- Built end-to-end brand identities for clients, including logos, color palettes, typography, and brand guides
- Created marketing assets such as **landing pages, social media graphics, email templates**, and display ads
- Collaborated with clients across industries to translate business goals into high-converting UX/UI designs
- Applied CRO and SEO best practices to improve site speed, accessibility, and user engagement

Skills

- **Shopify Ecosystem:** Store setup, product/catalog management, upsells, CRO, A/B testing, analytics, theme customization, custom tools
- **Marketing & CRO:** GA4, Facebook Ads Manager, Intelligems, Lucky Orange, email flows, product landing pages
- **Tools:** Shopify, Figma, Google Analytics, Microsoft Clarity, Adobe CC, HTML/CSS
- **Collaboration:** Trello, Slack, Notion, Google Workspace
- **Tech Stack:** Html, Css, Javascript, Python & Shopify Liquid

Education

Forman Christian College University
(Bachelors in Computer Science)

Courses & Certificates

- Adobe Graphic Designer Professional Certificate
- UI Design ~ Google
- Digital Marketing ~ Google

