Hassan Ali

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Portfolio

PROFESSIONAL SUMMARY

*Results-oriented **Social Media Specialist** and **Creative Lead** with a background in Computer Science. Expert at managing high-performance **Meta** and **Google Ads** campaigns while leading creative teams of 20+ to deliver engaging digital content. Proficient in **Canva, Adobe Premiere Pro,** and SEO-optimized strategy to drive brand growth and consistent audience engagement.*

PROFESSIONAL EXPERIENCE

Digital Marketing Specialist | VistaMax Consultants (Pvt.Ltd)   *July 2025 – December 2025*

- **Ad Strategy:** Managed full-cycle Meta and Google Ads campaigns, focusing on increasing follower growth and lead generation.
- **Content Strategy:** Developed SEO-optimized ad copy and blog content to drive organic traffic and improve search visibility.
- **Calendar Management:** Orchestrated multi-platform content calendars to maintain consistent brand voice and daily audience engagement.

Creative Team Lead (Head of Magazine) | CDCS Society   *Sept 2023 – Dec 2024*

- **Team Leadership:** Directed a creative team of 20+ members to produce **"COMSIGHT",** ensuring high-quality visual storytelling across all assets.
- **Project Management:** Oversaw the entire content pipeline from creative concept to final export, consistently meeting strict production deadlines.
- **Visual Identity:** Established comprehensive brand guidelines, including color palettes and typography, to maintain a cohesive social and print identity.

Co-Lead, Graphics Team | Google Developer Groups on Campus CUI   *Feb 2025 – June 2025*

- **Event Branding:** Directed the creation of event-specific visual identities while following global GDG brand compliance.
- **Social Collateral:** Designed high-engagement marketing graphics using Canva and Adobe Suite to maximize event registrations and social reach.
- **Cross-Functional Collaboration:** Partnered with marketing heads to deliver high-priority creative assets for promotional campaigns.

Product Development Engineer — Secure Nest (Residential Security Platform)

- **Technical Integration:** Built scalable security modules using Flutter and MERN Stack, integrating AI-driven features for real-time alerts.
- **Agile Methodology:** Utilized project management skills within agile sprints to ensure the timely delivery of functional software milestones.

EDUCATION

BS Computer Science | COMSATS University Islamabad

- **Relevant Coursework:** Applied analytical logic to interpret social media algorithms and ad performance data.
- **Technical Proficiency:** Leveraged web technologies and project management methodologies to streamline content workflows.

SKILLS

- **Social Media & Marketing:** Meta Ads Manager, Google Ads, SEO, Content Strategy, Google Analytics.
- **Design & Media:** Canva (Expert), Adobe Premiere Pro, Adobe After Effects (Basic Animation), Brand Identity.
- **Technical & Web:** HTML, CSS, Database Design, Project Management.
- **Soft Skills:** Creative Problem Solving, Team Leadership (20+ members), Cross-Functional Communication.