

# Zain Ali

## **Social Media Manager || Lead Generation Expert ||**

Lahore 54920

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Looking for a position in your prestigious organization to enhance the company performance and productivity. Diligence, Integrity blended with a sense of responsibility and hardworking empowers me to deliver promising work.

Willing to relocate: Anywhere

## Work Experience

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### **Social Media Manager**

Just Pass School Of Motoring Ltd-Birmingham

February 2021 to Present

#### Strategy and Planning:

- Researching current trends and audience interests
- Developing a Social Media Strategy aligned with business goals
- Setting specific goals and measuring return on investment (ROI).

#### Content Creation and Management:

- Crafting engaging content like text posts, images, and videos
- Scheduling and publishing content across different platforms
- Overseeing the design aspects of social media accounts.

#### Analysis and Reporting:

- Tracking social media performance using analytics tools
- Identifying trends in audience engagement
- Reporting on the success of social media campaigns
- Staying up-to-date on the latest social media tools and trends.

#### Collaboration:

- Collaborate with UK team to manage teams and different department.

### **Facebook Advertising Expert**

Ghoomo Phiroo Pakistan-Lahore

January 2020 to February 2021

**Campaign Strategy Development:** This involves working closely with client to understand their business goals, target audience demographics, and unique selling points to develop a comprehensive advertising strategy to increasing brand awareness, driving website traffic, or generating leads.

**Ad Campaign Setup:** It involves to create and configure ad campaigns according to the devised strategy. Also include to define campaign objectives, choose appropriate ad formats (such as image, video, carousel, or slideshow), specify audience targeting criteria (including demographics, interests, Behaviour, and custom audiences), set bidding strategies, and allocate budgets effectively.

**Audience Targeting:** This involves refining targeting parameters to ensure ads are shown to the most relevant audiences, thereby increasing ad relevance and engagement while Keep down ad spend wastage.

**Ad Performance Monitoring:** It involves to closely monitors key performance metrics such as impressions, clicks, click-through rates (CTR), conversions, cost per acquisition (CPA), and return on ad spend (ROAS).

**Optimization:** This phase involves adjusting ad creative elements, testing different ad variations (such as headlines, images, or calls-to-action), and optimizing bidding strategies to maximize return on investment (ROI).

**Budget Management:** in this stage, we carefully monitors ad spend, adjusts budgets based on performance insights and campaign goals, and forecasts future expenditure to ensure that resources are allocated efficiently and effectively.

**Reporting and Analysis:** Converting comprehensive reports on campaigns data into actionable insights, highlights successes and areas for improvement, and makes recommendations for future campaigns based on data-driven analysis.

## **Social Media Marketing Specialist**

Asaan Buy-Lahore

May 2019 to December 2020

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## **Merchandising Officer**

Pronto And Promo-Lahore

March 2018 to January 2019

**Promotions and Marketing:** Collaborating with marketing teams to develop promotional campaigns and strategies to drive sales and increase brand visibility. This could include planning sales events, creating promotional materials, and coordinating advertising efforts.

**Vendor Management:** Building and maintaining relationships with suppliers and vendors to ensure quality products, timely delivery, and favorable terms.

**Inventory Management:** Monitoring stock levels, predicting demand, and maintaining optimal inventory levels to avoid shortages or excess stock.

**Visual Merchandising:** Working with visual merchandisers to create appealing product displays that enhance the shopping experience and drive sales.

## Education

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### **Masters in Business Management**

University of Punjab - Lahore

October 2015 to August 2018

### **Bechelors in Commerce**

Punjab College Of Commerce - Lahore

December 2012 to September 2014

### **Intermediate in Computer Science**

Civil Lines College Lahore - Lahore

September 2010 to August 2012

### **Matric in Science**

Naveed Foundation High School - Lahore

August 2007 to June 2009

## Skills

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- MS Excel (8 years)
- Microsoft Word (8 years)
- Microsoft PowerPoint (8 years)
- Social Media Marketing (7 years)
- Sales Management (8 years)
- Search Engine Optimization (6 years)
- Facebook Marketing (6 years)
- Wordpress Development (4 years)
- Shopify Development (4 years)
- Strong Sales Skills (7 years)
- Canva Designing (7 years)

## Awards

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### **Got laptop**

June 2017

## Certifications and Licenses

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### **Content Marketing**

November 2020 to March 2021

### **Facebook Advertising and Shopify Dropshipping**

July 2020 to November 2020

## **Facebook Advertising**

May 2018 to October 2018