# ALI ASHER DIGITAL MARKETING EXECUTIVE



#### INTRODUCTION

An Enthusiastic digital marketer have good Understanding of driving website traffic, Leads generation, conversions and app Installs

Looking forward for an opportunity to start my career in digital marketing

## **CONTACT INFO**

Mobile: 0508849006

Email : aliasher333@gmail.com

Address : Villa # 33 near Al Ghubaiba Bus Station Bur Dubai

## **TOOLS USED**

Google Keyword planner Google Analytics Spyfu. Similarweb Ubersuggest

#### **CORE COMPETENCES**

# **GOOGLE ADS**

Very well versed with the google ads to drive highly targeted traffic to drive conversions

Good with concept like

- Google search ads campaign creation
- Keyword research with Google keyword planner tool
- Bids Optimization
- Display Ads campaign setup
- Video Ads campaign setup
- App Installs campaign setup

## **GOOGLE ANALYTICS**

With the help of google analytics i use to generate various reports witch shows customers behavior like.

- Real time reports
- Audience reports
- Acquisition reports
- Behavior reports
- Conversion reports

## SOCIAL MEDIA MARKETING

- Can create and manage engaging content of social media platforms like Facebook, Instagram, Twitter
- Have good understand of paid sponsored ads on Facebook and Instagram
- Have create and work on social media platforms for company and achieved very good Organic reach, likes and Conversions

Reference Page URL

#### SKILLS

| Adobe illustrator        |
|--------------------------|
| Adobe Photoshop          |
| Adobe After effects      |
| Adobe Premier pro        |
| Microsoft Word and Excel |

#### Hobbies

- Reading Digital Marketing Articles
- Create Videos
- Learning

# **EXPERIENCE**

#### Freelancing

Created Facebook page of UAE ZONE(Online Shopping) from A to Z like,

- Logo
- Organic reach
- Paid ads(Boost Post, Brand awareness,Engagement,Leads)
- Operate the page



From 2-10-2018 to 20-6-2019 Pakistan

#### **Designation: Digital Marketing Executive**

Roles and Responsibilities:

- Analyze Campaign Requirements
- Create Campaign Strategy
- Identify the Right Targeting Methods
- Prepare Ad Content and Creatives
- Setup Landing Pages
- Setup Campaign
- Generate and Share Reports

# **EDUCATION**

• Intermediate in Pre -Engineering 2015

#### **OTHER INFORMATION**

D.0.B : 26-06-1996 Father Name : Riaz-ud-Din Martial Status : Single VISA Status : Freelancer Languages; English Urdu Hindi

# CERTIFICATION

Certified in the Fundamentals of Digital Marketing Google Display Ads URL : https://skillshop.exceedlms.com/student/award/48580404 Google Video Ads URL : https://skillshop.exceedlms.com/student/award/50439005 Google App Ads : Continue

Goggle Search Ads: Continue