

Ali Naqvi

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PROFESSIONAL SUMMARY

Growth marketing manager with 6 years building high-performance acquisition systems that drive real business results. I specialize in the complete marketing stack—from paid acquisition and creative strategy to marketing automation and technical infrastructure. Across real estate, e-commerce, and fintech, I've generated \$10M+ in attributed revenue by combining strategic planning with hands-on execution.

EXPERIENCE

Strategic Marketing Partner

First Class Action

September 2023—October 2025, Australia (Remote)

- Built complete lead generation and nurturing system for financial concierge service connecting consumers with financial advisors.
- Generated 5,000+ leads spending \$40K AUD on Meta campaigns with conversion rates up to 10%.
- Designed and developed marketing funnel including website, landing pages, email sequences, and ad creatives.
- Implemented HubSpot CRM and Brevo for lead management and automated nurturing workflows.
- Built AI voice agent for automated lead qualification and appointment setting using custom automation tools.

Marketing Strategist

ZURAACO Holdings

May 2023—February 2025, Karachi, Pakistan

- Consultant engagement focused on digital transformation and campaign execution for the real estate holdings company.
- Launched campaigns for new property developments across digital channels.
- Produced video content for social campaigns including scripting and on-camera presentation.
- Designed real estate marketplace working along UI/UX designers from concept through high-fidelity prototypes.

Digital Marketing Manager / Growth Strategist

DOLCE PVT LTD

February 2022—February 2025, Karachi, Pakistan (Hybrid)

- Led digital marketing for a luxury real estate project, managing \$21K USD in ad spend across Meta, Google, and LinkedIn.
- Generated 4,000+ qualified leads at \$5 average CPL, converting 250+ into property sales worth \$8.8M in total pipeline value and \$1.66M in collected downpayments.
- Achieved 77x ROAS on ad spend through continuous campaign optimization and audience refinement.
- Built marketing operations infrastructure including HubSpot CRM implementation, automated lead nurturing sequences, and custom landing pages.
- Directed creative production and worked with designers, copywriters, and video editors to produce campaign and social assets.
- Managed brand development from company launch, establishing positioning and market presence in luxury real estate segment.

Digital Marketing Manager

Mustafa Traders (Kleeyo.com)

March 2021—February 2022, Karachi, Pakistan

- Managed e-commerce marketing and operations for retail business selling home goods and appliances.
- Ran Facebook and Instagram campaigns achieving 6x ROAS on product sales.
- Rebuilt WooCommerce store reducing load time by 45% and increasing average session duration by 67%.
- Implemented cart abandonment automation recovering 40% of abandoned cart revenue.
- Managed inventory systems and marketplace presence (Daraz, WooCommerce) driving 32% sales increase.
- Optimized product pricing and promotions increasing average order value by 25%.

SKILLS

Performance Marketing: Meta Ads, Google Ads (Search, Display, YouTube), LinkedIn Ads, TikTok Ads, Snapchat Ads

Marketing Operations: HubSpot CRM, Brevo, Zapier, Make, n8n | Marketing automation, email sequences, workflow automation, API integrations

Analytics & Optimization: Google Analytics, conversion tracking, Meta Pixel, Conversion APIs, A/B testing, funnel analysis

Technical & Development: WordPress, WooCommerce, Shopify, landing page development, website optimization, CRM implementation, marketing stack integration

Creative & Brand: Adobe Creative Suite, Figma, Canva, CapCut | Creative direction, copywriting, video scripting, brand strategy, content production

Interests: Marketing psychology, AI, Automation, SaaS product development, direct response copywriting, funnel optimization, growth experimentation

ADDITIONAL INFORMATION

Languages: English (Fluent – C2 Proficient), Urdu/Hindi (Native), Persian (Conversational)

Availability: Immediate – Open to remote opportunities globally