

Ali Naqvi

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PROFESSIONAL SUMMARY

Growth Marketing Manager with 6+ years of hands-on experience building and scaling high-performance acquisition systems that drive measurable revenue growth. Specialize in performance marketing, paid ads, creative strategy, marketing automation, funnel optimization, A/B testing, conversion rate optimization (CRO), lead generation, and attribution modeling. Generated \$10M+ in attributed revenue across real estate, e-commerce, and financial services. Actively seeking full-time remote roles internationally; available to start immediately.

EXPERIENCE

Growth Marketing Manager

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+ qualified leads with \$40K AUD Meta ad spend, achieving up to 10% conversion rates.
- Designed full marketing funnel including website, high-converting landing pages, email sequences, and ad creative.
- Implemented HubSpot CRM and Brevo for lead management and automated workflows.
- Developed custom AI voice agent for automated lead qualification, appointment setting, and first-contact nurturing using Zapier and Bland.

Marketing Strategist

ZURAACO Holdings

May 2023—February 2025, Karachi, Pakistan (Part-time, Contract)

- 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.
- Collaborated with UI/UX designers to conceptualize and prototype a real estate marketplace from wireframes to high-fidelity designs.

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 (On-site)

- 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, 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 setup & management

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