

Ali Naqvi

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PROFESSIONAL SUMMARY

Digital Marketing Professional with 6+ years driving measurable revenue impact across real estate, financial services, and e-commerce, including campaigns delivering up to 77x ROAS. Builds and scales full-funnel acquisition systems independently, from paid media and creative direction to marketing automation and AI workflows.

CORE SKILLS

Performance Marketing / Lead Generation / Demand Generation
Meta Ads / Google Ads / LinkedIn Ads
Google Analytics 4 / Google Tag Manager / Meta Pixel / Conversion APIs / Google Data Studio
CRM Management / Marketing Automation / HubSpot / Brevo / Zapier / n8n
A/B Testing / CRO / Funnel Optimization
CMS Development / WordPress / Shopify / Landing Page Development
AI Workflows / Generative AI / AI-Assisted Content Production
Adobe Creative Suite / Figma / Canva / Creative Direction

EXPERIENCE

Performance Marketing Manager

First Class Action | Sep 2023 – Oct 2025 | Australia (Remote)

- Generated 4,900 qualified leads at A\$9 CPL through Meta ad campaigns, with 66% converting to booked appointments.
- Built full-funnel acquisition system from scratch including landing pages, email sequences, HubSpot CRM, Brevo, and automated workflows supporting end-to-end lead management.
- Implemented an AI voice agent using Zapier and Bland that increased lead pickup rates from 30% to 65%, cutting average first-contact time from 4 hours to near-instant.

Digital Marketing Consultant

ZURAACO Holdings | May 2023 – Feb 2025 | Karachi, Pakistan (Part-time, Contract)

- Led digital transformation for a real estate holdings group, building online presence across web, social, and search, driving 70%+ growth in inbound contacts through organic and social channels.
- Generated 350+ qualified leads at \$2 CPL through Meta lead generation campaigns for new property launches.
- Led end-to-end product design of a real estate marketplace, taking it from concept to high-fidelity prototypes in collaboration with UI/UX designers.

Performance Marketing Specialist – Digital Marketing Manager

DOLCE PVT LTD | Feb 2022 – Feb 2025 | Karachi, Pakistan (Hybrid)

- Built and owned the complete marketing function from company launch for a luxury real estate brand, spanning full-funnel strategy, paid acquisition, CRM infrastructure, landing page development, and creative direction.
- Managed a \$21K paid media budget across Meta, LinkedIn, and Google Ads, generating 4,000+ qualified leads at \$5 CPL and contributing \$8.8M in sales pipeline with \$1.66M in collected downpayments.
- Delivered 77x ROAS on \$21K in paid media spend, driven by rigorous A/B testing, audience segmentation, and creative iteration across the full campaign lifecycle.

Digital Marketing Specialist

Mustafa Traders (Kleeyo.com) | Mar 2021 – Feb 2022 | Karachi, Pakistan (On-site)

- Managed Meta ad campaigns achieving 4.5x ROAS through consistent audience segmentation and creative testing.
- Revamped and optimized WooCommerce store, reducing load times by 40% (2.5s to 1.5s) and increasing average engaged session duration by 75% (1.2 min to 2.1 min).
- Implemented cart abandonment email flows in Mailchimp, recovering up to 15% of lost revenue through automated, A/B tested sequences.

CERTIFICATIONS

Google Ads Search, Display, Video Certification – Google

Inbound Marketing Certification – HubSpot Academy

LinkedIn Advertising Fundamentals Certification

EDUCATION

Bachelor of Business Administration (BBA)

International University of Applied Sciences (IU) – Germany | Distant Learning | 2022 – 2023

ADDITIONAL INFORMATION

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

Availability: Immediate | Open to remote opportunities globally