

Mohsin Ali (Google & Meta Certified)

Full Stack Digital & Performance Marketing Analyst



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Marketing Report

SUMMARY

I'm Mohsin Ali, a Computer Science Graduate and performance marketing expert with over 10 years of experience in leveraging digital platforms to drive business growth. Certified by Google & Meta, I specialize in performance marketing, business intelligence, AI-driven strategies, and data analytics. My expertise spans social media marketing, Google Ads, SEO, PPC, and campaign optimization. I'm passionate about delivering measurable results and using innovative strategies to help businesses achieve their sales goals.

CORE SKILLS

Digital Marketing

Social Media Marketing

Web Design & Development

CRM Management

Google Looker Studio

Search Engine Optimization

Retention Marketing

Content Writing

Adobe Illustrator

Vibe Coding

Performance Marketing

Google Ads Expert

Graphic Designing

Advanced Artificial Intelligence

Google Analytics

Virtual Assistant

E-Commerce Expert

WordPress Professional

Corel Draw Expert

Deep Reporting & Analytics

WORK EXPERIENCE

Performance Marketing Analyst Data Wise (Nazar Group) Aug 2024 – Present · Lahore, Pakistan

+38% leads + -40% manual -25% time

- Hyper-targeted Google & Meta Ads for exporters, with focus on Japanese car exporters.
- Automated CRM-integrated workflows improving follow-up speed.
- Real-time dashboards in Power BI & Looker Studio.
- Campaigns across UAE, Pakistan, Australia, New Zealand, Africa, and Jamaica.
- CPA reduced via continuous A/B testing and bid strategy optimisation.
- Remarketing segmentation increased repeat-customer rate.

Performance Marketing Manager GraceSol Technologies Dec 2020 – Jun 2024 · Dubai, UAE

4-6x ROAS +55% leads CRO +20%

- Managed 1.5M AED/month Google Ads budgets for financial products.
- Refined targeting & creative testing on Meta Ads.
- CRO-focused landing pages and UX improvements.
- Multi-channel campaigns (Google, Facebook, Instagram, LinkedIn, TikTok).
- Data-driven experiments in GA & Looker increased efficiency.

Digital Marketing Manager Rain Management Consulting

Apr 2018 – Sep 2020 · Dammam, Saudi Arabia

+35% sales +40% organic -15% CAC

- Directed 500,000 SAR/month budgets for multiple e-commerce brands.
- SEO & PPC strategies; 6-month organic traffic growth.
- Retention uplift via social campaigns; reduced cart abandonment with retargeting.
- 3.5x ROAS through continuous optimisation and creative testing.

Digital Marketing Specialist MacroXoft Technologies Jun 2015 – Feb 2018 · Lahore, Pakistan

+60% rankings -25% CPL +15% CTR

- Targeted keyword strategy & ad optimisation improved PPC efficiency.
- Segmentation & A/B testing increased email CTR.
- End-to-end SEO, PPC, and social campaigns for SME clients.
- Landing page CRO drove +18% conversion rate.

EDUCATION

Bachelor of Computer Science

University of the People

May 2023

IT Professional

Google

Oct 2020

FSc

Punjab College of Science

Apr 2015

Matriculation

BISE Lahore

March 2013

CERTIFICATIONS

IBM Data Science Professional Certificate

IBM — 2024 — [Verify](#)

Google Digital Marketing & E-commerce

Professional

Google — 2023 — [Verify](#)

Social Media Marketing Professional

Certificate

Meta — 2021 — [Verify](#)

Google Business Intelligence Specialization

Google — 2024 — [Verify](#)

Generative AI Data Analyst

Vanderbilt University — 2025 — [Verify](#)

AI Agent Developer

Vanderbilt University — 2025 — [Verify](#)