

Meher Ali

Email: meheralis@hotmail.com

Phone Number: +92 3347336887

Address: Rawalpindi, Pakistan

LinkedIn: [linkedin.com/in/meheralis](https://www.linkedin.com/in/meheralis)

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I'm a self-motivated person who is willing to go above and beyond on any project, and to learn valuable skills on my own time. I have the ability to find my niche within a group and support everyone's efforts.

I'm working as a manager which gave me the ideal experience for this position. I was always able to recognize my teammates' skills, and delegated tasks that fit each person's skills. I know this job involves lots of teamwork and group projects, and I know this is a work style in which I excel.

An individual who is keen towards identifying and initiating the analysis that can leverage the technique required to generate increased business value. Desirous to join a progressive organization where I can both learn and apply my knowledge. Communication, team working, stress management and decision making skills are well developed while working in multiple societies.

Experience

There are so many things I can learn just by interacting with people in indifferent fields. I learned a lot from the professional companies that I have worked with. This knowledge has allowed me to take better care of my career so that I can make new discover things. After all, knowledge is power and one of the best ways to acquire knowledge is simply to communicate with people who are more knowledgeable than you. I gained a lot of experience during my tenure.

FYP Project, PMAS Arid Agriculture University, Rawalpindi, Pakistan

- Cryptocurrency Predictions

Media Clicks (Pvt.) Limited, Islamabad, Pakistan

Intern, August 2018 – Feb 2019

- Working in different social media platforms
- Marketing analysis
- Learning and researching in new technologies

NUST University, Islamabad, Pakistan

Research Assistant, Jan 2020 – Stopped (due to COVID issue)

- Learning algorithms
- Research in NLP (Natural Language Processing)
- Working in python language and Ubuntu Linux
- AWS (Amazon Web Service)

CONVO, Islamabad, Pakistan

Intern, Feb 2021 – May 2021

- Social media management and analysis
- Customer and marketing analysis
- Working in RFP (Request For Proposal)

Globosoft Technologies, Islamabad, Pakistan

Junior SEO, Oct 2021 – Nov 2021

- Backlinks
- Bookmarking
- Classified ads
- Infographic
- Keyword analysis and research
- Website analysis and optimization

PREDAMS, Islamabad, Pakistan

Digital Marketing Executive, Jan 2022 – Oct 2022

- Business analytics
- Social media management, marketing, and strategy
- PPC (page-per-click)
- Lead generation
- Graphic designing
- Video editing
- Web development
- Problem solving
- Technical recruitment
- Managing project progress
- Managing oversight of all activities within a team

Globadow, Tokyo, Japan (Work Remotely)

Digital Marketing Coordinator (Part Time), Feb 2022 – Present

- Website development
- Social media marketing and management

HOCAM, Islamabad, Pakistan

Social Media Manager, Dec 2022 – Present

- Social media management, marketing, and strategy
- Lead generation
- Problem solving
- Maintains staff by recruiting
- Leading a team
- Team building
- Working strategy
- Monitoring team performance
- Managing projects and delegating tasks to employees
- Managing oversight of all activities within a team
- Generating reports and presenting information to CEO

Skills

Language: HTML, CSS, Python

Linux: Kali, Ubuntu, Tail

Development: WordPress Developer

Marketing: Web Analysis, Social Media Analysis, Digital Marketing, PPC (Page-Per-Click), Social Media Marketing, Social Media Management, Email Marketing, SMS Marketing

SEO: Off Page SEO, Backlinks, Keyword Analysis, Classified Ads, Bookmarking, Link Building

Marketing Tools: Buffer, Hootsuite, HubSpot, Semrush, Canva, Bitrix24, Adword (Google, Facebook, Twitter, Reddit, Bing), Analytics (Bing, Google, Facebook, Twitter, Pinterest, Reddit, Yandex), Google My Business, Keyword Planner, Yoast SEO, Mailchimp

Other Tools: Anaconda, Brackets, Jupyter, Camtasia Studio, Creator Studio, Canva, Sublime Text, Python IDLE, PyCharm, Adobe Photoshop, Amazon EC3

Education

PMAS Arid Agriculture University, Rawalpindi, Pakistan

- Bachelor of Information Technology, 2020

Govt. Post Graduate College, Rawalpindi, Pakistan

- Higher Secondary School Certificate (HSSC), 2014

Aisha Lasani Model School, Rawalpindi, Pakistan

- Secondary School Certificate (SSC), 2012

Certification

- [LinkedIn Marketing Solutions Fundamentals Certification](#), LinkedIn, Feb 2022
- [LinkedIn Marketing Strategy Certification](#), LinkedIn, Feb 2022
- Foundations of Digital Marketing and E-commerce, Google, Pending
- Social Media Marketing Professional Certificate, Meta, Pending
- Understanding Data Science, Data Camp, Pending
- Introduction to Data Science in Python, University of Michigan, Pending
- Machine Learning, Stanford University, Pending

Portfolio

[My Portfolio – Social Media Marketing](#)

Reference

Personal and professional references will be gladly furnished upon request