



Haider Ali

Digital & Performance Marketer | Social Media & Brand Strategist

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PROFESSIONAL SUMMARY

A strategic and data-driven Digital & Performance Marketer, Social Media & Brand Strategist with 4+ years of experience architecting and executing comprehensive brand campaigns for a global client portfolio. Proven expertise in translating brand vision into high-impact social media and performance marketing strategies with spend of thousands of dollars that drive engagement, visibility, and conversions. Adept at leveraging audience insights and platform analytics to optimize performance and achieve measurable business outcomes across various industries including F&B, BFSI, E-Commerce & Retail, Education & Training, Health, Wellness & Fitness, Real Estate & Construction and Business Services & Professional Networking.

CORE COMPETENCIES

- Social Media Strategy
- Paid Social Ads (Meta & TikTok)
- Account Management
- Lead Generation
- Campaign Analytics & Optimization
- Tracking (GA-4 & GTM)
- A/B Testing & CRO
- Performance Analytics & Optimization
- Project Management
- Brand Positioning & Content Strategy
- Content Calendar Planning
- Performance Marketing
- Media Strategy & Roadmapping
- PPC (Google & LinkedIn Ads)
- Retargeting Campaigns
- Cross-Platform Campaign Management
- Team Leadership
- Client Relationship Management

PROFESSIONAL EXPERIENCE

Sr. Social Media & Brand Strategist

[KBM BPO Digital](#) | Sep 2025 – Present | UAE | Remote

- Serve as the Senior Social Media Lead, orchestrating internal teams and streamlining workflows for 10+ concurrent projects in collaboration with on-site Content Assistant Directors.
- Managed high-budget Meta and Google Ads (thousands of AED/month) for a Dubai-based Real Estate Broker, capturing high-value leads from Australia, UK, USA, Canada, and South Asia with full-stack GA4 and GTM tracking.
- Directed end-to-end social strategy for a UAE sports nutrition store, utilizing a product storytelling framework that yielded a 25% increase in qualified inquiries.
- Spearheaded branding and social management for a UAE fine-dining establishment, growing engagement by 40% in 3 months and driving a 50% increase in dine-in offers via Meta Ads.

- Elevated brand awareness and sales for a premium British Fish & Chips brand and an Italian Casual Coffee Shop through targeted Meta Ads and premium brand positioning.
- Developed corporate branding and strict brand governance for a UAE-based Supermarket, ensuring visual consistency across all corporate presentations and social platforms.

Digital Marketer & Social Media Strategist

[Tech Cog](#) | Jun 2025 – Present | Lahore, PK | On-site

- Developed and executed holistic social strategies for a diverse international portfolio, including luxury brands and retail chains, aligning digital efforts with bottom-line business objectives.
- Architected the full rebrand and social launch for a Saudi Arabian investment firm, crafting a strategic messaging framework and content pillars that established sector authority.
- Engineered the social media and digital strategy for a Lahore-based aesthetic clinic, including full profile builds across social platforms and Google Business Profile optimization to drive measurable revenue growth.
- Built the global employer brand for a Kenya-based HR agency, designing a comprehensive content calendar and brand messaging that enhanced recruitment marketing and market positioning.

Digital Marketing Executive

[Fantech Labs](#) | Apr 2023 – Jun 2025 | Lahore, PK | On-site

- Executed data-driven Meta Ads for a U.S.-based healthcare client, increasing engagement by 35% and boosting online course sales.
- Created high-performing Facebook and Instagram ads for an Indonesia-based martial arts client, boosting brand visibility and sales by 70%.
- Managed multi-departmental Meta and Pinterest ad campaigns for a leading European e-commerce company and U.S. & Canadian dropshipping stores, increasing sales by 35%.
- Managed high-budget Facebook Ads campaigns for a Canadian mortgage client, optimizing CAD 25,000/month ad spend with a focus on lead generation through creative A/B testing.
- Drove traffic and engagement for a U.S.-based home & bath accessories store by optimizing Pinterest pins, boosting brand visibility and website visits.
- Optimized high-budget Google Ads (CAD 45,000/mo) for a Canada-based mortgage client and German film studio, driving qualified leads.
- Executed targeted Google Ads campaigns for a U.S.-based Jiu-Jitsu client, boosting engagement and conversions.

TECHNICAL SKILLS

Performance Marketing: Google Ads, Meta Ads, Pinterest Ads, TikTok Ads

Social Media Marketing: Social Media Strategy, Social Media Marketing, Social Media Optimization, Social Media Ads, Community Management, Account Management

Influencer Marketing: Influencer Hunting, Content Optimization, Script Writing, Brainstorming, Budget

Market Research & Strategy: Market Research, Marketing Strategy, Strategic Market Planning, Competitive Strategies, Trend Analysis, Data Analysis

Content Creation & Design: Content Strategy, Copywriting, Canva, CapCut

Project Management: Trello, Asana, Monday.com, Slack, Airtable

Negotiation, Client-Centered Interventions, Audience Planning, Marketing Campaign Management

Content Marketing: Content Writing, Copywriting, Content Strategy, Content Management, Content Marketing, Web Content Writing, Content Scheduling

Lead Generation: PPC Campaigns, Paid Search Campaigns, Landing Page Optimization, Conversion Rate Optimization, Keyword Research

Data Analysis & Tracking: Google Analytics, Google Tag Manager, Google Workspace, Gamma.app

EDUCATION

BS Applied Psychology

University of Okara

CGPA: 3.76 / 4.00

F.Sc. (Pre-Medical)

Govt. Postgraduate College, Okara

Final Grade: A+

LANGUAGES

Urdu: Native Proficiency

English: Professional Proficiency

