

# MUBASHIR ALI

## DIGITAL MARKETER

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[www.deviceinsiders.com](http://www.deviceinsiders.com) | Portfolio: [www.mubashiralitech.com](http://www.mubashiralitech.com)

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### ABOUT ME

Digital Marketing Specialist with 2 years of experience in social media marketing, content strategy, and campaign management. Following a successful transition from supply chain and HR, I bring a data-driven approach to deliver measurable growth and enhance brand visibility. Proficient in optimizing ad performance, lead generation, and team leadership

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### CORE SKILLS

- Social Media Marketing (Facebook, Instagram, Youtube)
  - Copywriting and blog writing with on page SEO
  - Funnel Building and Email Marketing
  - Website Management (Shopify, Wix)
  - Marketing Strategic Planning
  - Leadership and Team Building and Team Retention
  - Negotiation
  - Basic Knowledge of Google Search Console and Analytics
  - Administration
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### PROFESSIONAL EXPERIENCE

#### MARKETING LEAD / NETWORK SUPPORT MANAGER, EUREKA GLOBAL EDUCATION

Mar 2024- Present

- Led digital marketing efforts across all campuses, managing high-impact projects like Pingu's English School, Eureka Digital Marketing Academy, Eureka English, and Eureka Digital Content Specialist, while ensuring consistent brand growth.
- Oversaw marketing services provided to Eureka's clients, acting as the lead strategist for client projects and coordinating with interns, assigning them to specific projects for hands-on experience and skill development.
- Directed the Eureka Certification Program's sales initiatives across campuses, driving lead generation, sales growth, and business development from start to finish to ensure robust enrollment and program success.
- Conducted Facebook marketing training for students and team members, building their skills in online marketing to contribute to Eureka's and clients' digital growth.
- Recruited and managed a diverse team, including content creators, video editors, graphic designers, and teachers, upholding high standards for educational and creative output.
- Managed budgets and resource allocation for marketing and procurement, optimizing investments for maximum impact across all projects.

- Developed and executed tailored marketing strategies for key projects such as Pingu's School and Eureka Digital Marketing Academy, focusing on audience engagement and brand visibility.
- Led high-impact social media campaigns that increased lead quality and engagement, driving measurable growth across digital platforms.
- Worked closely with cross-functional teams to align marketing initiatives with overarching business objectives, ensuring seamless integration of digital efforts into broader company goals.

## PREVIOUS ADDITIONAL EXPERIENCE

May 2017 - Feb 2022

With professional experience at **Barrett Hodgson Pakistan**, **Dawat-e-Islami Trust**, and **Crown Group**, I developed strong skills in project management, budgeting, and team leadership. At Barrett Hodgson Pakistan, I managed HR operations, including employee coordination and documentation management. My role at Dawat-e-Islami Trust involved strategic procurement and vendor management, and at Crown Group, I gained expertise in coordinating logistics and collaborating with marketing teams. These foundational skills now enhance my ability to drive digital marketing strategies, manage budgets, and lead cross-functional teams effectively

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## EDUCATION

### Bachelor of Business Administration BS 2 Years Program

University of Business Excellence

KASBIT

5th Semester Completed with 3.8 GPA (Freezed)

### Bachelor of Commerce (B.Com)

University of Karachi

Final 2nd Division

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## CERTIFICATIONS

### Entrepreneurial Development Program (in Progress)

Institute of Business Administration (IBA-CED)

### Fundamentals of Digital Marketing

Google Digital Garage

### Digital Marketing and E-Commerce Specialization-2023

Coursera – Google Career Certificate

### Digital Marketing Strategist – 2023

Eureka Digital Marketing Academy

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## AWARD AND RECOGNITIONS

- **Excellence in Leadership**, Eureka Global Education, Employee Award Ceremony 2023-2024  
Honored for exceptional leadership in digital marketing and team management.
- **6 Figure Income Achiever** with Digital Marketing, Eureka Digital Marketing Academy  
Awarded for achieving a six-figure income milestone through impactful digital marketing strategies