



CONTACT

MOBILE (UAE)

+971 54 386 4310

MOBILE (PK)

+92 308 468 3894

WHATSAPP

+971 54 346 4310

EMAIL

mubariksoft@gmail.com

WEBSITE

mubarikali.com

ADDRESS

Flat 517, ERA Building, Burjuman, Dubai, UAE

NATIONALITY

Pakistani

CORE SKILLS

SEO (Technical & On-Page)

Meta Ads (Facebook & Instagram)

Google Ads

Social Media Management

Lead Generation

WordPress & Elementor

Custom CRM Development

Laravel / CodeIgniter / PHP

TOOLS I USE

- SEMrush, Ahrefs, Screaming Frog
- Google Analytics 4, Search Console
- Meta Business Suite, Ads Manager
- Google Tag Manager, Looker Studio
- Mailchimp, HubSpot, WhatsApp API
- Elementor Pro, WooCommerce
- Antigravity, GitHub Copilot, Claude Code

Mubarik Ali

SENIOR DIGITAL MARKETING SPECIALIST

PROFILE

I am a Computer Science graduate with over six years of hands-on experience in digital marketing, with a strong focus on UAE-based business consultancies and immigration firms. My day-to-day work covers SEO, Google Ads, Meta Ads, and end-to-end social media management. I combine this with a technical background in web development, which allows me to build the landing pages, CRM systems, and tracking setups that make campaigns actually convert. Most of my clients come to me for one thing: consistent, qualified leads. That is where I spend most of my time.

PROFESSIONAL EXPERIENCE

Marketing Executive

January 2024 to Present

Phoenix Management Consultancies L.L.C., Dubai, UAE

- Planning and running Google Ads, Meta Ads, and SEO campaigns for the main business and several client accounts.
- Handling social media content, paid promotions, and inbound lead flow for Arvento International, Blackstone Advisory, Global Mobility Advisors, Westly Global Services FZ, and Euroside Immigration Consultant.
- Setting up Meta Pixel, GA4, and conversion tracking so that reporting actually reflects real business outcomes.
- Working with a custom-built CRM to route inquiries to the right consultant and follow up on cold leads.
- Preparing monthly performance reports and presenting results to the management team.

Digital Marketing Specialist

June 2024 to Present

KPI Corporate, Dubai, UAE

- Building monthly marketing plans that tie into the company's wider business goals.
- Running SEO, paid search, paid social, and email automation across the full customer journey.
- Studying competitors and refining messaging so the brand stays relevant in a crowded market.
- Guiding junior team members and working closely with designers, developers, and external vendors.

Freelance Meta Ads Specialist

2023 to Present

Nextway Migration (Remote)

- Managing Meta Ads end to end for migration and visa inquiries, including audience research, creative testing, and budget pacing.
- Reducing cost per lead through careful split-testing of creatives, copy, and landing pages.
- Sharing weekly performance updates with the client and adjusting targeting based on what the data shows.

Web Specialist and Freelance Developer

November 2018 to December 2024

Global Dispatch Management, Lahore, Pakistan

LANGUAGES

Urdu	Native
English	Professional
Punjabi	Fluent

EDUCATION

BSCS (Honors)
Superior University, Lahore
2013 to 2018

- Built and maintained over 50 websites on WordPress with Elementor, as well as custom PHP, Laravel, and CodeIgniter projects.
- Developed a reusable CRM that is now used by several sales and calling teams for pipeline tracking, call logging, and follow-ups.
- Handled SEO migrations, Core Web Vitals fixes, schema markup, and WooCommerce integrations.
- Integrated REST APIs, payment gateways, VAT-compliant POS systems for UAE clients, and AI chatbots.

CONSULTANCY CLIENTS HANDLED

Arvento International Social media management, Meta and Google Ads, SEO content.	Blackstone Advisory Paid search and social campaigns, reporting, lead tracking.
Global Mobility Advisors Immigration lead generation, Meta Ads funnels, local SEO.	Nextway Migration (Freelance) Dedicated Meta Ads management and cost-per-lead optimization.
Westly Global Services FZ Paid social, Google Ads, landing page setup and tracking.	Euroside Immigration Consultant Meta and Google Ads, SEO content, social media strategy.

TECHNICAL & DEVELOPMENT SKILLS

Alongside marketing, I build the websites and tools that support the campaigns I run. I work with WordPress and Elementor for fast client turnarounds, and I move to Laravel, CodeIgniter, or custom PHP when a project needs more control. I also use modern AI coding tools such as Antigravity, GitHub Copilot, and Claude Code to speed up development while keeping the code clean and maintainable.

- Websites: WordPress, Elementor Pro, WooCommerce, Shopify, custom HTML, CSS, JavaScript.
- Backend: PHP, Laravel, CodeIgniter, MySQL, REST and GraphQL APIs.
- Custom CRM software for sales, consultancy, and outbound calling teams.
- AI and GPT integration, chatbots, automation workflows.