Shamshyad Ali

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Portfolio: https://shamshyadali.com

LinkedIn: https://www.linkedin.com/in/shamshyad-ali

Professional Summary

Results-driven Digital Marketing Specialist with 5+ years of experience in lead generation, online visibility, and ROI-focused strategies in Dubai's competitive market. Skilled in SEO, SEM, Google Ads, Meta Ads, and web development. Adept at aligning digital efforts with business goals to drive measurable growth.

Professional Experience

Digital Marketing Manager – Muhammad Yousaf Décor LLC | Dubai, UAE   Nov 2024 – Present

- Managed Google Ads, Meta, and LinkedIn campaigns for luxury interior design services
- Generated leads from high-end clients including F&B, real estate, and commercial sectors
- Optimized landing pages and improved UX to increase conversion rates
- Ran SEO and GMB activities to boost local search presence
- Created social media content strategies including posts, stories, and client testimonials
- Produced weekly performance reports and adjusted strategies for ROI improvement
- Oversaw authority approvals and compliance for digital presence in Dubai.

Web Developer & Digital Marketing Manager – Govii Digital Marketing Company | Jaipur, India
Jun 2021 – Oct 2024

- Managed SEO, Google Ads, and social media marketing campaigns
- Developed websites using HTML, CSS, JavaScript, WordPress, and Shopify
- Designed landing pages and marketing visuals using Canva and Photoshop
- Utilized SEMrush, Ahrefs, and Moz for analytics and optimization

E-Commerce & E-Promotion Intern – ROYYD Industries | Jaipur, India   Jan 2020 – Jun 2020

- Handled product listings and promotions on Amazon, Myntra, IndiaMart, and Shopify
- Coordinated supply chain and platform communication

Education

B.Tech in Computer Science Engineering – JECRC University, Jaipur | 2020 | GPA: 7.66

12th Grade – Bal Bharti Sr. Sec. School, Rajasthan | 2015 | 74.80%

10th Grade – RBSE Shree B.L.K.B.M School, Rajasthan | 2012 | 61.33%

Digital Marketing Course | Wscube tech, India

Skills

Digital Marketing, SEO/SEM, Google Ads, Meta Ads, WordPress, Shopify, GMB, Google Tag Manager, HTML, CSS, JavaScript, jQuery, Python, Data Analytics, MySQL, Google Analytics, Canva, Photoshop, MS Office, AI & ML (Basic)

Projects & Certifications

OpenCV Python – Virtual Mouse Project: Developed a hand-gesture based virtual mouse using image processing.

Machine Learning Bootcamp – Learn Code Online: Trained on regression, classification, and AI/ML algorithms.

Extracurricular Activities

Azure Hackathon Winner (3rd Prize), Microsoft Workshop
Smart India Hackathon Volunteer
JECRC Blood Donation Drive Coordinator (Collected 1400+ units)
AU Jaipur Marathon Volunteer
TEDx Event Organizer at JECRC University

Leadership & Volunteer Roles

Deputy General Secretary – JU-Rhythm Annual Fest (2016-17)
Club Coordinator – Catchy Cultural Club
Organized TEDx, invited JLF speakers, and promoted inter-university events

Key Courses Undertaken

Structured Query Language (SQL), DBMS, Big Data Analysis, Artificial Intelligence, Operating Systems, Software Engineering, DSA, OOP