

## ASIF ALI

Digital Marketing & Business Operations Specialist

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**Portfolio:** [muhammadalicv.cloud](https://muhammadalicv.cloud)

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### PROFESSIONAL SUMMARY

I am a results-driven Business Development and Digital Marketing professional with over 15 years of international experience across the UAE and Qatar. I specialize in driving company growth through advanced SEO, strategic website management, and high-quality lead generation, while ensuring full operational compliance with complex regulatory frameworks. A multilingual communicator with a robust background in client relationship management and technical design, I am now seeking to leverage my international expertise to contribute to a growth-focused team in New Zealand.

### CORE COMPETENCIES

- **Digital Growth:** SEO Strategy, Google Analytics 4 (GA4), Google Search Console, Meta Business Suite, and Lead Generation.
- **Web & Graphic Design:** WordPress, HTML5, Laravel, Magento, Adobe Photoshop, CorelDRAW, and Adobe Flash.
- **Business Operations:** Trade license processing, regulatory compliance, and government department liaison.
- **Software:** SEMrush, QuickBooks, Tally Prime, Peachtree, and MS Office Suite (Expert Excel/PowerPoint).
- **Languages:** English (Professional), Hindi/Urdu (Native), Arabic (Conversational).

### KEY PROJECTS & DIGITAL PORTFOLIO

Full Portfolio: [muhammadalicv.cloud](https://muhammadalicv.cloud)

- **Arab Zameen (Real Estate Portal):** Developed a comprehensive property listing platform (arabzameen.com) optimized for lead generation and enhanced user experience in the UAE market.
- **Digital Forge (IT Services):** Engineered an end-to-end service website (digitalforge.qa), implementing full-site SEO that improved organic search rankings within 3 months.

- **Qatar Biz & Dubai Link (Business Directories):** Designed and managed large-scale directory sites (gulfhint.com, dubailink.group) to facilitate B2B connections and provide regulatory guidance to new investors.
- **Silver Oak Auditing (Corporate Site):** Refined the digital presence of a top-tier accounting firm, integrating automated client onboarding forms to streamline lead intake.

## TECHNICAL TOOLKIT

- **SEO & Analytics:** Moz, SEMrush, Ahrefs, Google Search Console, GA4, and Google Tag Manager.
- **Advertising:** Meta Business Suite (Pixels), Google Ads Manager, and YouTube Studio.
- **Finance & ERP:** Tally Prime, QuickBooks Online, Peachtree, and Custom ERP solutions.
- **Web Platforms:** WordPress (Advanced), Magento (E-commerce), Laravel, and HTML5.

## PROFESSIONAL EXPERIENCE

### Digital Marketing & Business Operations Specialist

Silver Oak Group (Freelance) | Qatar & Dubai | 2020 – Present

- **Web Development:** Designed and managed high-performing business websites, resulting in a 40% increase in organic web traffic for key clients.
- **Digital Growth:** Managed end-to-end SEO and Google Ads campaigns, successfully reducing cost-per-lead (CPL) by 20% for business setup firms.
- **Consultancy:** Provided expert advice for international clients on business formation in Qatar and UAE, ensuring 100% compliant document clearance.
- **Lead Generation:** Successfully onboarded 500+ new clients by providing integrated digital marketing and operational support.

### Senior Marketing & Operations Specialist

Silver Oak Auditing (Full Time) | Dubai | 2015 – 2019

- **Regulatory Management:** Directed the trade license application process for 200+ clients, maintaining a 100% success rate for Mainland and Free Zone registrations.
- **Government Liaison:** Acted as the primary liaison between corporate clients and UAE government entities for legal documentation and immigration clearance.

- **Process Optimization:** Implemented process improvements that reduced document processing time by 15%.
- **Lead Conversion:** Identified and converted high value leads for auditing and accounting services through targeted digital outreach.

### **Business Development Executive**

Chambers Business Advisory (Full Time) | Dubai | 2014 – 2015

- **Targets:** Generated high value leads through online marketing and direct outreach, exceeding monthly targets by an average of 15%.
- **Compliance:** Managed employee/investor health insurance and residency documentation processing.
- **Strategy:** Managed website SEO and social media channels to maximize online business visibility and lead capture.

### **Sales & Business Development Executive**

Majid Al Futtaim / Dunia Finance (Full Time) | Dubai | 2010 – 2014

- **Portfolio Growth:** Marketed financial products and built a portfolio of 100+ active corporate and individual clients.
- **Risk Mitigation:** Conducted thorough verification of client documentation to ensure high-quality applications and minimal rejection rates.

### **EDUCATION & CERTIFICATIONS**

- **Bachelor of Commerce:** University of the Punjab, Pakistan.
- **Diploma in Commerce:** Institute of Technical Education, Pakistan.
- **Certifications:** Google Certified (Advanced Analytics/AdWords), Amazon Virtual Assistant, Digital Media Marketing, SEO Specialist, Graphic & Web Development.
- **Driving License:** Holder of a UAE LTV (Light Vehicle) Driving License.

### **PERSONAL INTERESTS**

- **Community:** Active participant in local cricket clubs.
- **Outdoors:** I enjoy hiking and exploring modern technology trends.
- **Lifelong Learning:** Currently expanding my skills in Data Analytics and Business Intelligence.