

MOHSIN ALI

DIGITAL MARKETING PROFESSIONAL

Sugar Land - Houston, TX

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○ SUMMARY

- A skilled corporate leader with a proven ability to develop and deliver transformative business agendas, execute marketing on an international scale, and foster strong strategic partnerships; Goal-oriented approach with 7+ years of experience in Dubai, UAE.
- Nine-year track record of success in leading digital marketing, advertising, business development, sales, and project management agendas for major firms in the Digital Media, Government and Hospitality sectors.
- Proven career-record and my obsessive desire to create winning go-to-market strategies positively add significant value to the winning teams.
- Strong knowledge and expertise of digital marketing, e-commerce and technology development strategy.
- Skilled at empowering teams to exceed their goals and collaborate effectively.

○ WORK EXPERIENCE

Nov 2013 – Nov 2016



Manager, Digital Marketing and Strategic Relations

[Alif Meem Digital](#), Dubai - UAE

- Led and executed multichannel clients digital strategies that drive demand generation and brand engagement.
- Spearheaded business development, strategy, integrated marketing and developed winning proposals to acquire over US\$ 3.1 million in contracts.
- Executed end-to-end online marketing campaigns, from ideation to execution.
- Rejuvenated client expectations and applied best marketing practice implementation by delivering performance based digital marketing using SEO, PPC, Mobile, Videos, Blogs, White-papers, Conversion Analytics, Display Marketing and Social Media campaigns.
- Team up and reporting to the CEO, on growth, strategy, new business, and expansion plans.
- Led a team of 25+ including business development, social, developers, creative, content creators and digital media professionals alongside the CEO via a strong matrix organizational structure.
- Achievements:** Creation and delivery of key clients digital marketing strategies: Emaar, Dubai Mall, Dubai Islamic Bank, Konica Minolta, Carnegie Mellon University, RAK Investment Authority, Lufthansa, Al Ahli Holding Group and Masdar City.

Aug 2011 – Oct 2013



Team Lead Web, Mobile & Social Media

[DMCC](#), Dubai - UAE

- Responsible for all web and mobile initiatives (including SEO, SEM and SMM) for all of DMCC's assets
- Manage, monitor and measure the performance of DMCC's assets on social media and web through a multitude of tools
- Provide insightful feedback to business teams after in-depth analysis to help shape their campaigns to achieve better results
Come up with innovative concepts and solutions to be deployed on mobile, web and digital platforms.
- Liaise with senior management of multiple DMCC and Dubai World assets to understand their needs and develop their requirements
- Define system logic and flow for the mobile and web applications and manage development of those applications to completion
- Assess vendor products and liaise with solution providers who best fit DMCC's needs
- Trusted to engage with UAE Ministers, and to host basketball player Kobe Bryant.

Jan 2009 – Jul 2011



Assistant Manager, Digital Marketing

[Jumeirah Group](#), Dubai - UAE

- a) Responsible to increase online brand awareness, engagement, quality traffic and profitable revenue from the Group's key source markets, in multiple languages, across multiple channels and devices.
- b) Enriched and improved the Group's digital traffic acquisition framework, making the best use of available budgets, across multiple digital advertising channels and networks.
- c) Supervise and coordinate digital advertising activities across the group, both for branding and booking purposes.
- d) Develop, manage and optimize digital campaigns at corporate level.
- e) Assist hotels and regional marketing entities in defining, setting, measuring and optimizing their digital advertising campaigns.
- f) Governed relationships with creative, media and SEM agencies, making sure that we get the best methodologies and results for our campaigns group-wide.
- g) Supervised Search Engine Marketing activities for the group (at corporate, regional and hotel level) across major search networks (Google, Yahoo, Bing, Yandex, Baidu) across multiple languages and devices
- h) Trained and consulted colleagues across Jumeirah's luxury selection hotels, resorts and residences on Digital Marketing best practices for improved performance and achievement of brand standards at property level.

Feb 2008 – Dec 2008



Assistant Manager, Marketing

[The Financial Daily](#) (International) & Stock Review, Karachi - Pakistan

- a) In this role I supported Marketing & Business Development teams in execution of strategies and drive business to achieve desired results.
- b) Developed and delivered '3rd World Asia Islamic Conference – Karachi', securing all speakers and leading sponsorship, delegate sales, and event management.
- c) Delivered \$42,000+/ quarter in net profit with advertisements under direct management.
- d) Development of marketing communications for promotion of the campaigns like Special Supplements, Conferences, Book Launch, Awards and Seminars.

○ **EDUCATION**

- **B.S. Computer Science (BSCS)** - Preston Institute (PIMSAT), Karachi - Pakistan (2007)

○ **SKILLS**

- Digital Marketing
- Social Media Marketing
- SEO/ SEM
- E-Commerce
- Project Management
- Business Development
- Research & Analytics

○ **TRAININGS**

- **Team Dynamics:** Mr. Aaron Depledge (ABAMI)
- **SEO & Google AdWords:** Advanced level training from Google Certified SE Specialist (Mr. Najam Ahmed)
- **Advanced PowerPoint Training:** Mr. John Quinn (Satellite Visual Communication)
- **Customer Service 'Soft Skill'** Training by Ms. Helen Sell (Customer at Heart)
- **Sales Training** Regional Training Manager, TNT
- **Objective Setting & Negotiation Skills** Business Strategist, TNT

○ **OTHER INFORMATION**

- Holding 2 years US work authorization (valid till Nov 2018).
- References Available Upon Request