SAJJAD ALI

Cell: +971 556061984

Email: contact@sajjadali.online

Portfolio   https://sajjadali.online

Objectives:-

Results-driven Meta Ads Specialist with hands-on experience in planning, launching, and scaling Facebook and Instagram advertising campaigns. Focused on driving measurable growth through data-driven strategies, audience targeting, creative testing, and continuous performance optimization. Seeking a role where strong analytical skills, conversion tracking expertise, and budget optimization can be leveraged to improve ROAS, reduce CPA, and maximize business revenue.

WORK HISTORY:-

Zuplay Gaming project	**DIP, Dubai**
Digital Marketer	Jan 2025 to Sep 2025

Job Description:
- *Facebook* & Instagram Ads creation (campaign structure, ad sets, creatives)
- TikTok Ads setup and scaling (creative testing, *audience testing*, optimization)
- **Pixel,** Events & Conversion *Tracking* (Meta Pixel, CAPI, custom events)
- Audience Research & Funnel Strategy (cold, warm, retargeting audiences)
- *A/B Testing* of Creatives, Copies & Landing Pages
- Daily Performance Analysis (*CTR*, CPC, CPA, ROAS, *Conversion Rate*)
- Budget Scaling & Cost Optimization to improve ROI
- Data-driven Reporting & Strategy Refinement based on results

Crypto Arena Project	**Silicon, UAE**
Data Analysis & Data Management	May 2023 to Feb 2024

Job Description:
- Managed and controlled the **admin panel.**
- ensuring efficient operations and accurate data handling.
- Regularly exported data from databases on a daily and monthly basis, organizing it systematically in **Excel** for reporting and analysis.
- Created **charts and visualizations** to transform complex data into user-friendly formats, facilitating easy understanding and informed decision-making.

FIE Malls Colors Prediction Game:	**Dubai UAE**
Customer Sales Agent	Oct 2022 to March 2023

Job Description:
- Daily receiving resources
- Motivate customers for playing
- Use Psychology to engage the customer
- Focus On Active members
- Establish trust with the customers

Sixer22 Gaming Project	**Dubai, UAE**
Data Provider & Ducoments Controller	March 2022 to Sep 2022

Al Hajj Trader LLC   **Sharjah, UAE**
Digital Marketing   Jan 2022 to March 2022

Job Description:
- Make website ads of the company
- Make social media ads for the company
- Make Graphics banners for the company
- Provide best design for the company advertisement

Personal Projects & Experiments

DS Shop (For Dropshippers) :   https://dropshipping-saas.vercel.app/
Meta Traders Copy   :   https://trader-app-nine.vercel.app/
Personal PortFolio   :   https://www.sajjadali.online/
More Projects   :   https://github.com/sajjadacademy

Basic Education:-

SSC	2016	Mardan Board
HSSC	2018	Peshawar Board
CIT	2017-2018	MCA Education System
DIT	2019	BTE Board Peshawar
Web Engineering	2017-2018	TPE Board Peshawar

Professional Skills:-

- Digital Literacy   Trouble Shooting | Windows Installation | Hardware Knowledge
- Graphics Designing   Adobe Photoshop
- Documentation   MS Word | Power Point
- Calculation   Ms Excel
- **AI**   Vibe coding | Ai prompt engineering | Video and image Ai Creation
- Web Design   HTML | CSS | Bootstrap
- **Digital Marketing**   Social Media Marketing | **Meta Ads** | Google AdSense

Personal Information:-

Name	Sajjad Ali
Father's	Musharaf Khan
Date of Birth	20th August 2000
Marital Status	Unmarried
Languages	English	Urdu	Hindi	Pashto

Passport Information:-

Passport No	QU1823191
Issue Date	14 Jun 2021
Expiry Date	13 Jun 2026

Declaration:-

I confirm that Above Mention Information is True & Correct I am Interesting In working as a part of your organization Thank you for your Consideration.

SAJJAD ALI