

M.ALI

Siraj Ahmad

Digital Marketer



About Me

A passionate and dedicated digital marketer and Shopify developer with hands-on experience in running successful ad campaigns across TikTok and Meta platforms. I specialize in creating and customizing Shopify stores, managing TikTok Shops, and executing high-converting ad strategies. I am also skilled in Canva design, local SEO, and complete social media management. My goal is to help businesses grow digitally through result-driven strategies and creative solutions.

Skills:

Shopify Store Development & Customization

TikTok Ads & TikTok Shop Handling

Meta Ads (Facebook & Instagram)

Local SEO Optimization

Social Media Management

Social Media Marketing

Canva Designing Expert

Education:

Matriculation (Science)

Scholar School, RYK – 2022

Language:

Urdu – Native

English – Basic

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Block 19, Gulshan-e-Iqbal, Karachi

Professional Experience:

Selekt Motors – Social Media Manager

feb2025 – jul 2025

- 1.Managed social media content and post designin
- 2.Handled TikTok Shop operations

Shopyard – Shopify Expert

sep 2024 – dec 2025

- 1.Created and customized Shopify store
- 2.Ran Meta Ads (Facebook & Instagram) for traffic & sales
- 3.Managed social media pages with regular post designing and scheduling

Albatax – Remote Social Media Manager

nov 2024 – jan 2025

- 1.Managed social media pages remotely
- 2.Created designs and scheduled regular posts

Professional Experience Summary

I've worked remotely on digital marketing and Shopify projects for clients like GearFitZone, DecorixFurniture.com, DigitalXpertise.com, Aaokamao, Selekt Fit, Albatax, and Shopyard. I've handled Shopify setup, Meta ads, TikTok Shop, and social media management. This ongoing journey has helped me grow and deliver real results.