RAJEEL ALI

📍 Lahore, Punjab, Pakistan
✉ rajeelalibiz@gmail.com | ☎ 0314-1751518
🔗 LinkedIn Profile | 🌐 Website

PROFESSIONAL SUMMARY

Dynamic Graphic Designer & Digital Marketer with a year of corporate experience and 4+ years of freelance success. Expert in social media management, branding, and performance marketing—driving engagement, conversions, and brand visibility through data-driven strategies and creative design. Seeking to leverage these skills to accelerate business growth.

PROFESSIONAL EXPERIENCE

Social Media Manager & Graphic Designer
BCIE | May 2024 – Present

- Manage social media (Facebook, Instagram, LinkedIn, Twitter) across Pakistan, Nigeria, and Ghana, driving engagement and lead generation.
- Develop and execute data-driven content strategies and design visuals to support global study abroad campaigns.
- Oversee organic and paid campaigns to ensure brand consistency and improved ROI.

Freelance Graphic Designer & Digital Marketer
Fiverr & Private Clients | Aug 2020 – Present

- Designed logos, business cards, social media creatives, and websites that enhanced client branding.
- Managed Facebook and Instagram ad campaigns achieving conversion rates up to 85% while providing comprehensive SEO and digital marketing support.

Founder & Digital Consultant
ProProfile | 2022 – Present

- Developed web and social media strategies that boosted client engagement and sales.
- Led targeted Facebook Ads campaigns that delivered significant ROI and increased conversion rates.

EDUCATION

Bachelor's in E-Commerce
University of Management & Technology (UMT)

CGPA: 3.7+ | **Honors:** Dean's Merit Award (Spring 2023)

SKILLS

- **Graphic Design:** Adobe Photoshop, Illustrator, Canva
- **Social Media:** Facebook, Instagram, LinkedIn, Twitter
- **Digital Marketing:** SEO, SEM, Content Marketing, Google Ads, Facebook Ads
- **Web Development:** Shopify, HTML, CSS, JavaScript
- **Data Analysis & Strategy**

CERTIFICATIONS

- Google Digital Marketing & E-commerce Specialization (Coursera, credly)
- Meta Front-End Developer (Coursera)
- Graphic Design – University of Colorado (Coursera)
- Social Media Marketing – Meta (Coursera)

LANGUAGES

English (Fluent), Urdu (Fluent), Spanish (high A1 level)