



ALI NASIR

Marketing & Communication

Profile

A results-driven marketing professional with, a passion for creativity, unwavering work ethic, and extensive industry experience. Seeking a challenging role in marketing where I can leverage my skills to develop innovative strategies, drive brand growth, and deliver exceptional results. Committed to exceeding expectations and contributing to the success of a forward-thinking organization in the dynamic field of marketing

Contacts

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Education



Masters in Management (MIM)
Digital Marketing & Communication
2022-2024

ESC Business School Clermont Ferrand France



Bachelor in Business Administration (BBA)
Marketing
2017-2022

SZABIST Business school, Islamabad
Pakistan

Soft Skills	Technical Skills
<ul style="list-style-type: none"> Effective Communication Networking Time Management Teamwork Leadership Emotional Intelligence Intrapreneurship 	<ul style="list-style-type: none"> Hub-Spot (CRM) LinkedIn Sales Navigator Apollo Notion Google Analytics Digital Marketing Microsoft Office (360) Presentation Skills Google Workspace/Suits CANVA

Career Awards

- KDE Employee of the Year 2019
- KDE Intrapreneurship Winner 2021

Languages

- English C1
- French A2
- Urdu Native
- Hindi C1
- Pashto C1

Hobbies

- Books Reading
- Gym/Fitness

Work Experience

Edda-Invest to Create

www.edda.co

Assistant Sales Manager & COO

September 2023-August 2024

- Utilized web scraping tools & techniques to research potential clients & identify high-quality leads
- Utilized LinkedIn Sales Navigator & Apollo to scrape data
- Created & managed numerous contacts on Hub-Spot, ensuring accurate & up-to-date client information.
- Established & maintained a database of companies on Hub-Spot.
- Developed effective sales email templates, resulting in increased response rates & lead generation
- Conducted A/B testing to compare different emails approaches & optimize emails accordingly.
- Personalized/Follow-up emails based on the lead's interests, preferences, or previous interactions
- Identifying client needs, understanding pain points, & presenting tailored solutions to drive customer satisfaction and retention.
- Tracked the performance of email campaigns using metrics like open rates, click-through rates, and conversion.
- Conducted comprehensive research & analysis to create buyer personas, helping to personalize sales and marketing efforts for better engagement and conversion
- Conducted thorough competitor analysis using SWOT frame-work

Operations:

- Overseeing the management of demo accounts.
- Setting up & maintaining accounts for potential clients to showcase the platforms.
- Tracking and analyzing demo account usage.
- Assisted the Chief Operating Officer in managing daily operations and strategic initiatives.

Karakoram Enterprises

www.karakoramenterprises.com

Marketing & Sales Manager

September 2019-July 2022

- Successfully executed Marketing & Sales strategies to promote properties for sale and rent.
- Conducted market research & analysis to identify potential customers & competitors, allowing for targeted marketing efforts.
- Implemented marketing plan for each customer segment
- Implemented marketing mix for the different offers
- Generated leads and maintained a strong pipeline through prospecting, networking, and online marketing channels.
- Created engaging brochures, flyers, and other promotional materials to showcase properties and attract potential buyers and renters
- Organizing & managing Events/Expos, Analysis & Monitoring details such as the size and scope of events.
- Implemented digital marketing strategies, including social media campaigns with A/B testing, website optimization.
- Developed & delivered compelling presentations & property tours to prospective buyers & renters.
- Manage the marketing budget, allocate resources effectively, and optimize spending to achieve maximum ROI.

Karakoram Enterprises

www.karakoramenterprises.com

Assistant Marketing Manager

September 2017-August 2019

- Conducted market research to identify target audiences & devise targeted marketing campaigns.
- Assisted in organizing & executing property showcasing events, open houses, & trade shows to maximize property exposure & attract potential clients.
- Collaborated with the sales team to develop promotional materials such as brochures, flyers.
- Worked closely with external agencies & vendors for design, printing & ads development.
- Kept abreast of industry trends & competitor activities to suggest innovative marketing ideas.
- Created engaging content for the company's website, blog posts, & social media platforms as Zameen.com.
- Develop & implement the daily clients visit program.

Karakoram Enterprises

www.karakoramenterprises.com

Customer Relationship MTO

July 2016-August 2017

- Responded to client inquiries, addressing their concerns & providing accurate information
- Arranging appointment for the residents & Contract updates.
- Manage the site office and KDE building service center, respond to residents' comments and complaints.
- Conducted routine inspections to identify any maintenance issues and promptly resolved them.
- Coordinated with external contractors and vendors to schedule necessary repairs and maintenance