

# M. NAUMAN ALVI

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## PROFESSIONAL SUMMARY

Seasoned professional, serving as the Head of Business Growth & Digital Strategy at AceOne and Pulp Tech Studio LLC, offering more than 15 years of specialized knowledge in technology-driven marketing. Recognized for innovation, client success, and strategic acumen. Adept in team leadership, client relationship management, and consistently achieving outstanding results, showcasing an unwavering commitment to excellence.

## PROFESSIONAL EXPERIENCE

### HEAD OF BUSINESS GROWTH & DIGITAL STRATEGY | ACEONE (2010 - 2023)

- Headed a dynamic creative digital marketing agency with expertise in branding, web/mobile development, and comprehensive digital services.
- Implemented dynamic strategies, seen a remarkable increase in business growth, consistently surpassing industry standards with an impressive year-over-year growth rate.
- Guided a talented team of 22 professionals, continuously exceeding client anticipations..
- Spearheaded agency growth through strategic partnerships and agile adaptation to industry trends.
- Ensured financial discipline, optimizing resources for a competitive advantage.

### CONSULTANT BUSINESS ANALYST(DIGITAL) | STUDIO A WEST LLC (2019-2020)

- Guided a dynamic team of 30 professionals, cultivating innovation and collaboration as a Consultant Business Analyst in the digital realm.
- Formulated impactful digital marketing strategies, consistently elevating client revenues.
- Implemented innovative industry trends and technologies to enhance Return on Investment.
- Provided strategic client consultation, leveraging emerging technologies for a competitive edge.
- Attained an outstanding 90% client retention rate through exceptional service and results-driven campaigns.

### DIGITAL GROWTH ANALYST & PROJECT MANAGER | TECHIBITS (2008-2010)

- Spearheaded digital growth initiatives as a Digital Growth Analyst & Project Manager, leveraging data-driven insights for strategic planning
- Oversaw and executed digital projects, ensuring seamless coordination between cross-functional teams for optimal project outcomes.
- Collaborated with stakeholders to identify project requirements, managed project timelines, and ensured successful delivery within budget constraints
- Identified growth opportunities and refined marketing strategies through market analysis.

### MANAGER SALES & MARKETING(TECH) | FINAL LAYER (2006-2008)

- Directed and managed the Sales & Marketing team with a focus on digital strategies, ensuring alignment with overall business objectives.
- Managed digital advertising budgets, allocating resources effectively to achieve maximum ROI and meet sales targets.
- Conducted workshops on Brand Persona, SEO, and social media algorithms.
- Implemented tech solutions, leading to an 85% boost in online performance.

## SKILLS & KEY COMPETENCIES

- Strategic Planning & Execution
- Digital Marketing Strategy (SEO, SEM, SMM)
- Technology Integration
- Business Development
- Team Leadership & Motivation
- Data-Driven Decision Making
- Client Relationship Management
- Brand Development & Positioning
- Innovation & Creative Solutions (Graphics Designing)
- Web Design & Development
- Leadership & Team Development
- Social Media Marketing
- Market Research & Trend Analysis

## CERTIFICATIONS

- Digital Marketing Certification
- Google Ads Certification
- Creatif Inbound Marketing Certification
- Graphics Design Certification
- Communication Design Certification
- Growth Marketing Certification
- Business Strategy
- Performance Marketing Certification
- SocioSpy Leads Magnate Certification

## PROFESSIONAL AFFILIATIONS & ACHIEVEMENTS

- West Coast Social Media Awards. Finalist and 2nd place the powerful public reach campaign 2011.
  - The Affiliate Marketing Awards, Demand Gen Report the Sales and Marketing Integration Awards 2012.
  - VMX Video Marketing Awards, Winner Finalist 2011 presented by Read Write Real Time Web summit.
  - Member of CxO Global
  - Member of ITCN Asia IT & Telecom
  - Member of Read Write Real Time Web Summit.
  - Member of MITX Innovation
  - Member of PDC Microsoft Developer Conference.
  - Member of Digital Marketing Association Pakistan
  - Member of Pakistan Freelance Association (PAFLA)
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## EDUCATION

Bachelor of Commerce B. Com | 2015  
Karachi, Pakistan

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## FEW OF MY INTERNATIONAL PROJECTS

- Merlin Delivery (Australia)
- Easy Jet (Europe)
- Morrisons Online Shopping (UK)
- Trade Point – Building Supplies Online (UK)
- Joseph Joseph Innovative Kitchenware (Europe)
- All Go Medical Transportation LLC (USA)
- Clove -The Art of Dining (Canada)
- BlockAde & Chargrace Soil (UK)
- Brooks Vision Films Hollywood & HB Fusion (USA)
- Fuata Africa-African Development Specialists (Africa)
- International Society for Tele Medicine Health – IsfTeh (Jamaica)
- Robbins Law Group LLC (USA)
- Simulator Products Solutions LLC (USA)
- Cetera Investments Services LLC (USA)
- Concept Fertility Centre (Australia)
- CTC Ground LLC (USA)
- Equity Espresso (Australia)
- Fresh N Bright Cleans (UK)
- Bow Bridge LLC (USA)

## PORTFOLIO

