

Ali Hassan

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SUMMARY

Motivated Computer Science undergraduate with a strong foundation in digital marketing, e-commerce, and front-end web development. Proven ability to drive measurable business results — including **PKR 450,000+ in self-managed e-commerce sales** — through strategic paid advertising and content creation. Skilled in video production, social media management, and SEO. Actively building full-stack web development skills while pursuing a Bachelor's degree in Computer Science.

EDUCATION

Government College University Faisalabad <i>Bachelor of Science in Computer Science (BSCS)</i>	Faisalabad, Pakistan 2025 – Present
Nusrat Jahan College, Chenab Nagar <i>Intermediate – Computer Science (ICS)</i>	Chenab Nagar, Pakistan 2023 – 2025

EXPERIENCE

Digital Marketer & Content Creator <i>Global Homeo Hub</i>	Aug 2023 – Dec 2023 Remote
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- Produced AI-powered marketing videos using InVideo AI with realistic voiceovers generated via ElevenLabs, significantly reducing content production time.
- Edited and refined video content in Adobe Premiere Pro, covering colour grading, audio clean-up, and pacing to maintain audience engagement.
- Designed high-CTR YouTube thumbnails, improving organic click-through rates.
- Managed daily content publishing and community engagement across Instagram, Facebook, and YouTube.

Marketplace Ads Specialist <i>Evergreen Furniture Canada</i>	Jan 2024 – Mar 2024 Remote
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- Planned and executed geo-targeted ad campaigns to attract qualified local buyers in the Montreal region, optimising for cost-per-lead.
- Wrote compelling ad copy and managed inbound customer inquiries, converting leads into confirmed buyers.
- Monitored campaign performance metrics and iterated on creatives to improve overall return on ad spend.

PROJECTS

E-Commerce Store | *Meta Ads Manager, Product Research, Organic Marketing*

- Built and managed a self-run online store, generating over **PKR 450,000+** in total sales through strategic product selection and targeted digital marketing.
- Ran paid advertising campaigns via Meta Ads Manager to maximise product reach and drive consistent revenue growth.
- Handled end-to-end operations including inventory management, customer service, and order fulfilment.

Portfolio Website | *HTML, CSS, JavaScript, GitHub Pages*

- Designed and deployed a personal portfolio website showcasing projects and marketing case studies at alistackdev.github.io.
- Applied responsive design principles to ensure a seamless experience across desktop and mobile devices.

AI-Powered Video Marketing Campaigns | *InVideo AI, ElevenLabs, Adobe Premiere Pro*

- Developed a repeatable content pipeline using AI video generation and voice synthesis tools, reducing production time while maintaining professional quality.
- Applied the pipeline across multiple marketing campaigns, improving brand consistency and audience reach.

TECHNICAL SKILLS

Web Development: HTML5, CSS3, JavaScript, Responsive Design, GitHub Pages

Digital Marketing: Meta Ads Manager, SEO, Google Trends, Lead Generation, Email Marketing

Content & Media: Adobe Premiere Pro, InVideo AI, ElevenLabs, Graphic Design, Thumbnail Design

E-Commerce: Store Management, Product Sourcing, Order Fulfilment, Meta Paid Advertising

Tools & Platforms: Git, GitHub, Canva, Microsoft Office

ACHIEVEMENTS & AWARDS

PKR 450,000+ E-Commerce Revenue (Ongoing)

- Independently built and scaled an online store to over PKR 450,000 in total sales, demonstrating strong entrepreneurial and digital marketing skills.