

S. M. MUDASSIR AHMED  
STRATEGIC DIGITAL GROWTH SPECIALIST  
META & GOOGLE CERTIFIED PROFESSIONAL  
[imudassirahmed@hotmail.com](mailto:imudassirahmed@hotmail.com) | +92 323 3239073  
<https://www.linkedin.com/in/imudassirahmed>  
Karachi, Pakistan

With 5+ years' experience in E-commerce, B2B Exports, and University-level Education, proven track record in leading remote teams to deliver AI-driven and digital marketing solutions. I focus on strategic management and leverage AI to boost performance and achieve sustainable growth.

PROFESSIONAL/INDUSTRY EXPERIENCE

|                                                                                                                                                                                                                                                                                                                                                                                                                               |                       |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|
| Asian Fisheries International                                                                                                                                                                                                                                                                                                                                                                                                 | On-site KHI, PK       |
| Assistant Manager Marketing                                                                                                                                                                                                                                                                                                                                                                                                   | Feb 2025 – Present    |
| <ul style="list-style-type: none"><li>Supervised and trained a cross-functional team of 8+ BDEs across 4 product lines, improving B2B sales productivity by 9%.</li><li>Coordinated between digital team's and senior leadership, supporting international B2B negotiations and contract closures.</li><li>Maintained website, SEO, and performance reporting, contributing to a 15%+ increase in conversion rates.</li></ul> |                       |
| Business Development Executive                                                                                                                                                                                                                                                                                                                                                                                                | Aug 2023 – Jan 2025   |
| <ul style="list-style-type: none"><li>Generated global B2B leads for Cephalopods &amp; Crustaceans, expanding the client database by 10,000+ contacts.</li><li>Increased qualified inbound leads by 27% through SEO, email marketing, and digital platforms.</li></ul>                                                                                                                                                        |                       |
| Confidential Professional Work (NDA)                                                                                                                                                                                                                                                                                                                                                                                          | Remote, DUBAI, UAE    |
| Teaching Assistant Marketing (UP/PG) (Part-time)                                                                                                                                                                                                                                                                                                                                                                              | Jan, 2022 – Present   |
| <ul style="list-style-type: none"><li>Developed course outlines, case studies, and decks, finalized grading and results for 1,000+ UG/PG students across multiple semesters.</li><li>Supported 5+ core marketing courses (including digital marketing), ensuring 100% on-time assessments and result submissions.</li></ul>                                                                                                   |                       |
| Luxera Elegant Solutions                                                                                                                                                                                                                                                                                                                                                                                                      | Hybrid, KHI, PK       |
| E-commerce Executive                                                                                                                                                                                                                                                                                                                                                                                                          | Aug 2022 – June 2023  |
| <ul style="list-style-type: none"><li>Developed and managed WordPress e-commerce store with 50+ products, handling updates, product pages, and branding.</li><li>Leveraged AI-driven SEO &amp; analytics to achieve an 18% increase in online sales &amp; reporting real-time data to creative manager.</li></ul>                                                                                                             |                       |
| GaoTek Inc.                                                                                                                                                                                                                                                                                                                                                                                                                   | Remote, NYC, USA      |
| Team Lead, Global Events                                                                                                                                                                                                                                                                                                                                                                                                      | Jun 2021 – Aug 2021   |
| <ul style="list-style-type: none"><li>Led 30+ interns from 6 countries, standardizing guidelines for 500+ interns to improve global coordination and delivery.</li><li>Optimized Bitrix24 CRM workflows and LinkedIn B2B outreach, securing speakers and sponsors for global summits.</li></ul>                                                                                                                               |                       |
| Digital Marketing Intern                                                                                                                                                                                                                                                                                                                                                                                                      | April 2021 – Jun 2021 |

EDUCATION

|                                                             |                       |
|-------------------------------------------------------------|-----------------------|
| Masters of Business Administration (Marketing) – CGPA 3.91  | Oct 2023 – Jan 2025   |
| University of Karachi                                       |                       |
| Diploma in Strategic Marketing – 86%                        | Jan 2022 – June 2022  |
| Institute of Business Administration                        |                       |
| Bachelors of Business Administration (Marketing) – CGPA 3.6 | Feb 2017 – April 2021 |
| University of Karachi                                       |                       |

PROFESSIONAL SPECIALIZATIONS

|                                                       |           |
|-------------------------------------------------------|-----------|
| Meta Certified Digital Marketing Professional         | Dec 2025  |
| Meta Blueprint                                        |           |
| Google Digital Marketing and Ecommerce Specialization | Sep 2025  |
| Google / Coursera                                     |           |
| Generative AI for Growth Marketing                    | July 2025 |
| IBM / Starweaver                                      |           |
| McKinsey Forward Program                              | Nov 2023  |

Others Courses and Certifications include:  
1. Google AI Essentials Specialization (2025) 2. Brand Management – London Business School (2025)  
3. IT Essentials – Cisco Networking Academy (2023) 4. Digital Advertising Fundamentals – Microsoft (2023)  
5. Increase SEO Traffic with WordPress – Coursera (2022) 6. On-the-job training in Event Management & Digital Marketing – GaoTek Inc. (2021) 7. National Financial Literacy Program – State Bank of Pakistan (2020).  
Scan QR Code for Credential IDs and Verification.



SKILLS

|                              |                               |
|------------------------------|-------------------------------|
| - Digital Marketing          | - MS Word, Excel & PowerPoint |
| - WordPress, Shopify & Daraz | - AI Creative Advertising     |
| - HTML & CSS                 | - Photoshop, Capcut PC        |
| - Google Analytics           | - Critical Thinking           |
| - Meta Ads Manager           | - Teamwork                    |
| - SEO/SEM                    | - Strategic Management        |

PUBLICATIONS

- The impact of AI-driven personalization on consumer engagement and brand loyalty. (2025). Qlantic Journal of Social Sciences. <https://doi.org/10.55737/qjss.v-iv.24313>  
- The effect of green branding on consumer beliefs and attitudes toward eco-conscious purchases. (2024). Journal of Social Sciences Review. <https://doi.org/10.62843/jssr.v4i4.477>

LANGUAGES

|                            |               |
|----------------------------|---------------|
| English (Work Proficiency) | Urdu (Native) |
|----------------------------|---------------|