S. M. MUDASSIR AHMED

Strategic Digital Growth Specialist

Meta & Google Certified Professional

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Karachi, Pakistan

With 5+ years experience in E-commerce, B2B Exports, and Graduation-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.

https//imudassirahmed.com

Professional/Industry Experience

Asian Fisheries International — **On-site KHI, PK**

Assistant Manager Marketing — **Feb 2025 – Present**

- Supervised and trained a cross-functional team of 8+ BDEs across 4 product lines, improving B2B sales productivity by 9%.
- Coordinated between digital team`s a`nd senior leadership, supporting international B2B negotiations and contract closures.
- Maintained website, SEO, and performance reporting, contributing to a 15%+ increase in conversion rates.

Business Development Executive — **Aug 2023 – Jan 2025**

- Generated global B2B leads for Cephalopods & Crustaceans, expanding the client database by 10,000+ contacts.
- Increased qualified inbound leads by 27% through SEO, email marketing, and digital platforms.

Confidential Professional Work *(NDA)* — **Remote, DUBAI, UAE**

Teaching Assistant Marketing (UP/PG) (Part-time) — **Jan, 2022 – Present**

- Developed course outlines, case studies, and decks, finalized grading and results for 1,000+ UG/PG students across multiple semesters.
- Supported 5+ core marketing courses (including digital marketing), ensuring 100% on-time assessments and result submissions.

Luxera Elegant Solutions — **Hybrid, KHI, PK**

E-commerce Executive — **Aug 2022 – June 2023**

- Developed and managed WordPress e-commerce store with 50+ products, handling updates, product pages, and branding.
- Leveraged AI-driven SEO & analytics to achieve an 18% increase in online sales & reporting real-time data to creative manager.

GaoTek Inc. — **Remote, NYC, USA**

Team Lead, Global Events — **Jun 2021 – Aug 2021**

- Led 30+ interns from 6 countries, standardizing guidelines for 500+ interns to improve global coordination and delivery.
- Optimized Bitrix24 CRM workflows and LinkedIn B2B outreach, securing speakers and sponsors for global summits.

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