

Areeba Shafqat Ali

E-commerce Specialist with over 4 years of experience in digital marketing and customer experience, known for driving impressive results. Achieved \$50M+ in annual sales and improved customer satisfaction by 20% across markets in the USA and Australia. Expertise in launching impactful campaigns, optimizing CRM systems, and fostering brand growth in competitive global e-commerce environments.

Work Experience

E-commerce Manager, The Personalized Gifts

Jan 2023 - Present

- Adapted to a new customer relationship management (CRM) system, increasing sales team efficiency by 30%.
- Launched and managed digital marketing campaigns, increasing brand visibility and driving customer engagement across multiple channels.
- Improved website functionality and user experience, contributing to increased customer retention and sales.

Digital Marketing Expert, Speakio & Barax

Jan 2022 - 2023

- Increased sales by 25% in 6 months.
- Developed and executed a cold calling strategy at Speakio and Barax, resulting in 7-8 sales per day of a high-ticket course.
- Successfully managed entire sales pipelines using GoHighLevel, ensuring seamless customer journeys.
- Consistently closed multiple deals, driving significant revenue growth.

Team Leader & eCommerce Strategist, COS

Jan 2020 - 2022

- Coordinated with both local and global teams to streamline workflows and improve project outcomes across multiple platforms.
- Spearheaded TikTok and Facebook ad campaigns, generating targeted traffic and increasing brand visibility.
- Designed and launched 60+ high-converting Shopify stores, enhancing customer experience and driving online sales.
- Created a data-focused product-hunting strategy that helped boost sales and improve overall profitability.

Educational Background

Associate Degree in Computer Science

Riphah International University (RIC)

- Specialization in Computer Science & Programming.

Python Programming & Data Science (Specialization)

IBM Professional Certificate

- Specialization in Python Programming Fundamentals.

Contact

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- [Website](#)
- [LinkedIn](#)
- Search me on **Google**

Skills

Technical Skills

- Digital Marketing
- Responsive Design
- Problem Analysis/Solution
- Organic Marketing

Tools/Software

- Shopify
- Meta Ads
- Tiktok Ads
- WordPress
- Figma & Canva

Languages

- English (Fluent)
- Urdu (Fluent)
- Hindi (Proficient)

Certification/Short Courses

- Certified Python Developer (IBM)
- Basic Life Support (BSL)
- LinkedIn Assessment Course/Test

Additional Information

- Consistently maintained a 5-star rating on Upwork.
- Identified high-demand products that collectively sold over 2 billion units on Amazon.
- Supported U.S. brands with VA services.