

Contact

Salt Lake City, Utah
8019017560 (Work)
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(LinkedIn)

Top Skills

Digital Marketing
Marketing Strategy
Strategic Planning

Languages

Urdu (Professional Working)
Punjabi (Professional Working)
English (Full Professional)

Certifications

Google Analytics for Beginners
Advanced Google Analytics

Honors-Awards

Employee of the month
Employee of the month
Quarterly Highest Sales

Ali Jaffar Zia

Helping Small Businesses Dominate Search Engine Visibility & Online Aptitude through high-quality Web Design, SEO, PPC, Social Media & Content Marketing.

Salt Lake City Metropolitan Area

Summary

Hi, I am Ali, a digital marketing innovator and online entrepreneur with 12 years in business leadership. With a double master's and a Ph.D. degree in digital marketing, I have earned a hands-on understanding of business formation, marketing-sales operation, finance, and general management. My background involves launching multiple digital startups with a deep emphasis on research and analytics. I'm an effective communicator and motivator who identifies and leverages assets in teammates to reach organizational goals. My friends call me a relentless optimist who believes there is no failure, only feedback.

My Hobbies include creating content for social media, documenting my experiences through vlogging, reading everything new related to my field, cooking, and playing with my dog Harvey!

Experience

Digital Maxima
Chief Operator
January 2010 - Present (12 years 2 months)
Salt Lake City, Utah, United States

Inbound Media Marketing
Chief Executive
November 2021 - Present (4 months)
United Kingdom

Marketing For Digital
Managing Director
June 2021 - Present (9 months)
Salt Lake City, Utah, United States

Business Tech Today
Managing Director
June 2021 - Present (9 months)
Salt Lake City, Utah, United States

Consumer Credentials
Head of Marketing Operations
October 2019 - May 2021 (1 year 8 months)
Draper, Utah, United States

Peopletrail
Chief Marketing Officer
June 2019 - May 2021 (2 years)
Draper, Utah, United States

Insource Leads
Digital Marketing Consultant
October 2018 - March 2019 (6 months)
Katy, Texas

CAO Group, Inc.
1 year 2 months
Digital Marketing Director
August 2018 - January 2019 (6 months)
Greater Salt Lake City Area

Digital Marketing Manager
December 2017 - August 2018 (9 months)
Greater Salt Lake City Area

Techna Glass Inc.
Marketing Automation Manager
June 2016 - November 2017 (1 year 6 months)
Salt Lake City, Utah

Spray Tech / Junair
Digital Marketing Specialist
August 2015 - June 2016 (11 months)
Rialto, California

Design Element USA

Marketing Project Manager
May 2015 - July 2015 (3 months)
Rancho Cucamonga, California

Adroit Private Limited
2 years 8 months

Digital Marketing Manager
September 2012 - April 2014 (1 year 8 months)
Faisalabad

Business Development Executive
September 2011 - August 2012 (1 year)
Faisalabad

Volka Foods International
Trainee Electrical Engineer
October 2010 - April 2011 (7 months)
Multan

Augere Pakistan (Private) Limited
Sales Executive
September 2009 - September 2010 (1 year 1 month)
Karachi

Wateen Telecom
Intern
June 2009 - July 2009 (2 months)
Karachi

KESC
Intern
January 2009 - January 2009 (1 month)
Karachi

Pakistan International Airlines
Intern
August 2008 - August 2008 (1 month)
Karachi

FFBL
Intern
June 2008 - June 2008 (1 month)

Karachi

Education

California Southern University

Doctor of Business Administration, Marketing · (2016 - 2020)

Lahore School of Economics

Master of Business Administration (MBA), Marketing and
Finance · (2011 - 2013)

University of Sargodha

Master of Arts (MA), English Literature · (2011 - 2012)

Sir Syed University of Engineering & Technology

Bachelor of Science (BS), Electrical and Electronics
Engineering · (2006 - 2010)

Forman Christian College

Intermediate, Pre Engineering · (2004 - 2005)