MUHAMMAD ALI

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PROFESSIONAL SUMMARY

Dynamic and results-oriented professional with management and team leadership. Seeking a challenging position where I can utilize my expertise in digital marketing and operational management to drive business growth and ensure smooth workflow. Proven ability to lead teams, manage campaigns, and deliver high-quality results in fast-paced environments.

TECHNICAL SKILLS

- Team Supervision
- Leadership
- Operations Management
- Customer Handling
- Conflict Resolution
- Time Management
- Communication
- Social Media Campaigns
- Microsoft Word & Excel

PROFESSIONAL EXPERIENCE

E-Data Solution — Floor Manager **Jan 2023 – May 2025**

- Supervised daily floor operations and managed a team to ensure smooth workflow and performance targets.
- Monitored employee productivity and implemented process improvements to enhance efficiency.
- Provided training and support to new staff for effective onboarding and role clarity.
- Ensured timely resolution of operational issues, maintaining a high standard of customer service.

If Logics — Social Media Campaign Executive **Jan 2020 – Dec 2022**

- Assisted in planning and executing targeted social media campaigns across platforms (Facebook, Instagram, etc.).
- Created and scheduled engaging content to increase brand visibility and audience engagement.
- Analyzed campaign performance using insights and reports, adjusting strategy accordingly.
- Collaborated with design and content teams to maintain consistent branding and message tone.

EDUCATION

Bachelor in Business Administration (BBA) **2019 - 2024**
Iqra University

Intermediate **2017 - 2019**
Pakistan Ship Owners College

ADDITIONAL INFORMATION

- **Languages:** English, Urdu