



M. Ali Khan

WordPress Website Designer | Digital Marketer (Google Ads & Social Media)

+92 313 9868503 contact.muhammadali53@gmail.com [View few Portfolio](#)

WordPress Website Designer: 3 years of experience building custom WordPress sites using Elementor Pro. I create responsive, SEO-friendly websites for service based businesses and e-commerce stores. My work focuses on clean design, smooth user experience, and converting visitors into customers.

Digital Marketer: 1 year of hands-on experience managing Google Ads and social media campaigns (Facebook, Instagram). Skilled in audience targeting, ad copywriting, and performance tracking. I set up complete tracking ecosystems (Meta Pixel + CAPI, GA4, GTM, Microsoft Clarity) so campaigns are measurable and results-driven.

Core Competencies

1. WordPress Web Design

- WordPress + Elementor Pro
- Complete Website Design
- WooCommerce setup & customization
- Responsive design (mobile-first)
- Landing page optimization
- Payment integrations (Stripe, PayPal)

2. Tracking & Analytics

- Meta Pixel + Conversion API
- Google Ads conversion tracking
- Google Analytics 4 (GA4)
- Google Tag Manager (GTM)
- Microsoft Clarity heatmaps

3. Digital Marketing

- Google Ads campaign setup & management
- Competitor Analysis
- Facebook & Instagram ads
- Audience segmentation & retargeting
- Ad copy & creative direction
- Campaign performance reporting

Work Experience

1. WordPress Website Designer (Freelance / Contract)

- Designed and developed WordPress websites for clients across service and e-commerce industries.
- Used Elementor Pro to build custom, responsive layouts tailored to each client's brand and conversion goals.
- Created dedicated landing pages for marketing campaigns, integrated lead capture forms, and implemented full tracking (Meta Pixel, GA4, GTM, Clarity) to provide actionable insights.
- Worked on a 2-month team project collaborating with other developers and a project manager to deliver a complete WordPress site strengthening my communication and deadline management skills.



M. Ali Khan

WordPress Website Designer | Digital Marketer (Google Ads & Social Media)

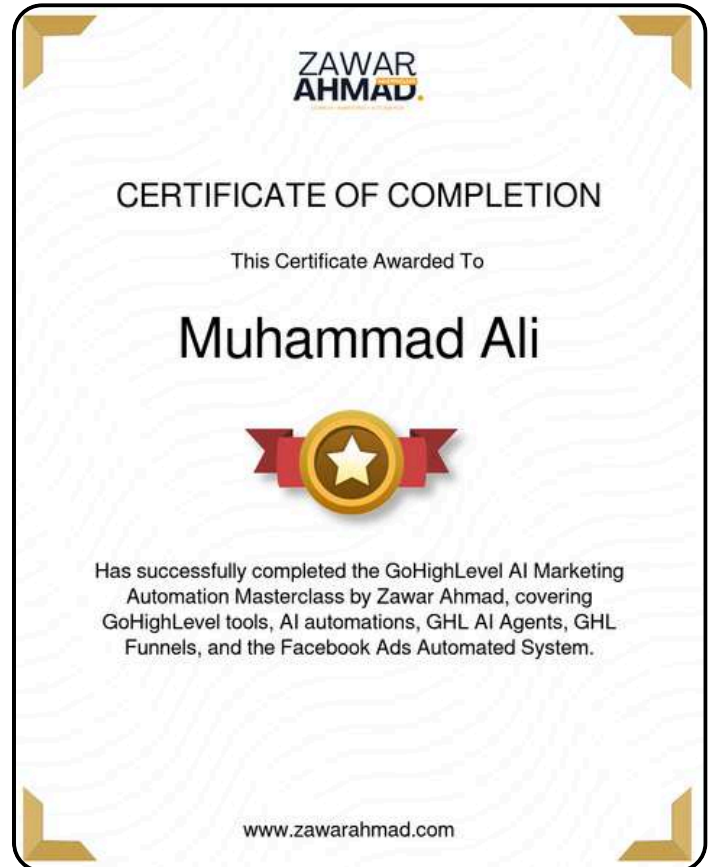
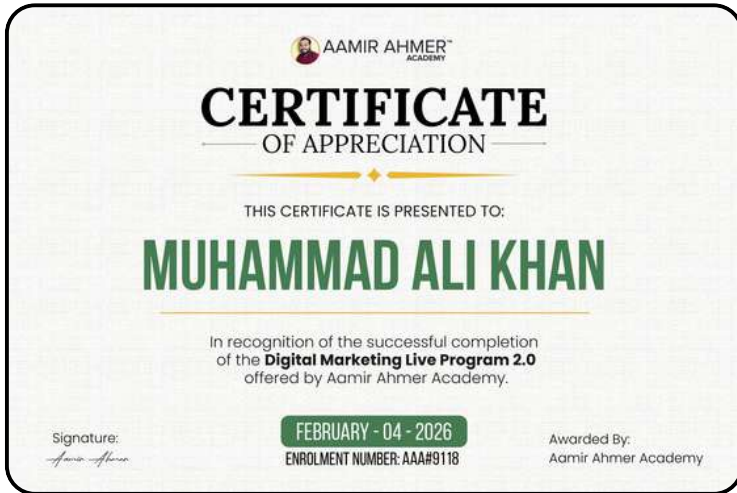
+92 313 9868503 contact.muhammadali53@gmail.com [View few Portfolio](#)

Work Experience

- Roofing contractor website – Built a multi-service WordPress site with service-specific pages, online appointment form, and integrated tracking.
- E-commerce store – Developed a WooCommerce site with product variations, secure checkout, and custom branding.

2. Digital Marketing

- Managed Google Ads and social media campaigns for client, focusing on lead generation and sales.
- Created ad strategies, wrote copy, built audiences, and optimized budgets to improve return on ad spend.
- Set up Meta Pixel + Conversion API and Google Ads tracking to ensure accurate conversion data and campaign optimization.
- Ran targeted Facebook/Instagram campaigns for a real estate company that generated qualified property inquiries leading to confirmed sales.



WordPress Website Designer | Digital Marketer (Google Ads & Social Media)

+92 313 9868503 contact.muhammadali53@gmail.com [View few Portfolio](#)