



# Waqas Ali

Performance Marketing @  
Front Row Germany | Digital  
Marketing

Hamburg, Germany

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## Languages

English (Native)

German (Basic)

Hindi (Fluent)

Panjabi (Basic)

Urdu (Native)

## About

With years of experience in digital marketing, I am a goal-oriented and research-driven professional who focuses on digital change and how to capitalize on it. I have a wide range of skills and expertise in creative asset management, online marketing, and marketing communications, as well as certifications from Amazon, Google and Facebook.

Currently, I work as a performance marketer at Front Row Germany, a digital agency that specializes in e-commerce and retail media solutions. I manage and optimize campaigns across various platforms, including Amazon, eBay, Google, Meta, Otto, About You, and Zalando, as well as third-party solutions like Citrus Ad, Promote IQ, and Criteo. I also have a swift command over analytics and reporting, using Microsoft Power BI, Power Query, Power Pivot, and basic data modeling to create multimarket-place dashboards. My mission is to drive digital growth and deliver value for clients through data-driven insights and creative strategies.

### BRANDS WORKED WITH

Branded Consultants

Front Row Germany

Icon Software Studios

RED Communication Arts (Pvt) Ltd.

SGS

University of South Asia

Web Sketchers

## Experience

### Digital & Performance Marketing

Front Row Germany | Oct 2021 - Now

Managed cross-platform paid media campaigns (Amazon, Google, Meta, eBay, Otto, About You, Zalando) with a €1.5M+ annual portfolio.

Established and executed precise goals and KPIs, implementing monthly strategies to attain targets. Optimizing ROAS, ACOS, CTR, CR measures.

Produced comprehensive reporting and analytics using Microsoft Power BI, Power Query, Power Pivot, SQL, and DAX.

### Creative Group Head

RED Communication Arts (Pvt) Ltd. | Jul 2019 - Oct 2019

Created and executed conventional and digital marketing strategies. Including but not limited to Google Ads, Facebook, Instagram, and Snapchat to boost engagement and interactions.

Collaborated with the performance marketing team for strategic execution and campaign insights.

Integrated traditional and digital media campaigns.



### Digital Marketing Lead

University of South Asia | Oct 2018 - Jul 2019

Strategised and executed digital ad campaigns across various social media platforms (Facebook, Instagram, Google, LinkedIn).

Produced insightful reports and analytics using Power BI and Excel, leveraging Power Query and Power Pivot.

Lead Generation, Achieved 1k+ leads per program for university admissions.



### Marketing & Digital Lead

Icon Software Studios | Dec 2017 - Sep 2018

Oversaw 15+ clients, providing expertise in digital marketing and social media marketing services encompassing websites, SEO, SEM, and Google My Business and Maps optimization. Managed campaigns on platforms including Facebook, Instagram, and Snapchat.

Proficiently planned and executed paid campaigns using Facebook Business Manager, Google Ads, and other channels.

Delivered comprehensive insights and reports through Excel and PowerPoint presentations.

- **Creative & Digital Lead**

Branded Consultants | Dec 2015 - Dec 2017

Established and managed digital presence for multiple clients, encompassing social media networks, websites, and Google My Business and Maps profiles.

Consistently produced and published content across various platforms such as Instagram, Facebook, LinkedIn, and Google Ads.

Executed paid campaigns for created content using Facebook Business Manager, Google Ads, and other platforms.

- **Creative & Digital Manager**

Branded Consultants | Mar 2015 - Dec 2015

Skills: Marketing Campaign Plans · Social Media Marketing · Pay Per Click (PPC) · Digital Marketing · Microsoft Office · Strategic Thinking



- **Creative Manager**

Web Sketchers | Oct 2012 - Dec 2014

Manage and produce the content required in digital, social media and other related marketing tasks.



- **Executive Business Development Officer**

SGS | Dec 2011 - Sep 2012

## Education & Training

2019 - 2021 ● **Darmstadt University of Applied Sciences**

M.A Leadership in Creative Industries,

2011 - 2013 ● **Lahore School of Economics**

Master of Business Administration (MBA),

2007 - 2011 ● **Lahore School of Economics**

Bachelor of Business Administration (BBA),

2004 - 2006 ● **Garrison Academy**

Matric,