

# Umair Asif Harry

## Google Certified

umairasifh@gmail.com | +923343019179

Experienced Director of Digital Marketing with a demonstrated history of working in the information technology and services industry. Skilled in Google Ads, Bing Ads, Google SEM, Google AdWords, PPC, Digital Marketing, Google Services, Facebook Ads, Facebook Marketing, Social Media Marketing, Amazon Services, Data structure, Search Engine Optimization (SEO), E-commerce Optimization, Data Management, Data Mining, Data Science, Database E-Marketing, SMS Marketing, Mass Email Marketing, and Email Marketing Software/Solutions.

### Experience

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#### Vice President of Digital Marketing

Feb 2019 - Present

TradeWheel, Delaware, US

Over 11 years of experience in Digital Marketing, Google AdWords, Google Ads, Paid Marketing, PPC, Search Engine Marketing, SMM, Social Media Marketing:

Google Certificates (Renewed in 2021): [Online Verification on Google Portal](#)

Google Certificates (2020): [Online Verification on Google Portal](#)

- Ensure timely delivery of task without any hurdle or delay.
- Provide technical solutions to my managers if they having some difficulties with bugs fixing or programmatically understandable.
- Analyze different data and conclude.
- Responsible for planning and performing projects where my team managers were working.
- Responsible for ensuring the project results.
- Meetings with my team Managers to ensure everything is going as per the standards.
- Keeping an eye on all Search Engines (i.e. Google, Bing, etc.) and SMM Paid Ads Marketing Campaigns and ensure that everything is going as cost-effectively.
- Giving Training on monthly basis to all technical departments managers just like Digital Marketing, SEM, SEO, SMM, etc. to ensure the services and standards were up to the mark and teaching and guiding them for new technologies and techniques.
- Planning for Forecasting and plans for our company.
- Be a part of Financial and Company growth planning's.
- Make sure all kind of securities and breach free domain in all technical areas just like, Software/Web Development, SEO, SEM, SMM, etc.

Hand On Experience:

Technology Keywords: Technology Keywords: Google Ads, Bing Ads, Google Analytics, Cost Optimization, CPC, CPA, CPV, Data Analytics, Facebook Ads, Instagram Ads, Business Intelligence, SMS Marketing, Bulk Email Marketing, Webmaster, Web-page performance, PMTA, SES, Twilio, Interspire, On-page Optimization, Wordtracker, Keyword Discovery, SEO Book, WordStream, BuzzSumo, SEMRush, Long Tail Pro, ScreamingFrog, WordPress, CMS, Excel, etc.

#### Vice President of Digital Marketing

Feb 2019 - Present

Applet Technologies Pvt. Ltd, Karachi, PK

Over 11 years of experience in Digital Marketing, Google AdWords, Google Ads, Paid Marketing, PPC, Search Engine Marketing, SMM, Social Media Marketing:

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#### Senior Manager Digital Marketing

Jan 2017 - Apr 2019

eWorldtrade, Delaware, US

Over 8 years of experience in Digital Marketing, Google AdWords, Google Ads, Paid Marketing, PPC, Search Engine Marketing, SMM, Social Media Marketing:

- Ensure timely delivery of task without any hurdle or delay.
- Provide technical solutions to my associates if they having some difficulties with bugs fixing or programmatically understandable.
- Analyze different data and conclude.
- Responsible for planning and performing projects where my team were working.
- Responsible for ensuring the project results.
- Meetings with my team to ensure everything is going as per the standards.
- Keeping an eye on all Search Engines (i.e. Google, Bing, etc.) Paid Ads Marketing Campaigns and ensure that everything is going as cost-effectively.
- Giving Training on monthly basis to all technical team leads just like Digital Marketing, SEM, SEO, SMM, etc. to ensure the services and standards were up to the mark and teaching and guiding them for new technologies and techniques.
- Planning for Forecasting and plans for our company.

Hand On Experience:

Technology Keywords: Google Ads, Bing Ads, Google Analytics, Cost Optimization, CPC, CPA, CPV, Data Analytics, Facebook Ads, Instagram Ads, Business Intelligence, SMS Marketing, Bulk Email Marketing, Webmaster, Web-page performance, PMTA, SES, Twilio, Interspire, On-page Optimization, Wordtracker, Keyword Discovery, SEO Book, WordStream, BuzzSumo, SEMRush, Long Tail Pro, ScreamingFrog, WordPress, CMS, Excel, etc.

### Senior Manager Digital Marketing

Jan 2017 - Apr 2019

ABTACH, Karachi, PK

Over 8 years of experience in Digital Marketing, Google AdWords, Google Ads, Paid Marketing, PPC, Search Engine Marketing, SMM, Social Media Marketing:

- Ensure timely delivery of task without any hurdle or delay.
- Provide technical solutions to my associates if they having some difficulties with bugs fixing or programmatically understandable.
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### Senior Team Lead Digital Marketing

Feb 2011 - Jan 2017

TradeKey Pvt Ltd, Karachi, PK

Over 5 years of experience in Web Technologies. Design and developed different web solutions:

- Work on 30+ Customer Ads Account at Same time.
- Work on Account Setup + Management + Ongoing Management
- Check & Balance on CPA, CPV, CPC, Bid Management, Time Management
- Work on Email Marketing Campaigns.
- Work on SMS Marketing and Manage Campaigns.
- Work on SMS routings.
- Ensure timely delivery of the product.
- Provide technical solutions.
- Analyze different data and conclude.
- Do technical testing.
- Responsible for planning and performing projects
- Responsible for ensuring the project results,
- Design and develop systems
- Work on Email Delivery
- Experience in developing reporting interfaces (charts, data grids, filters).
- Experience in Data eMarketer Campaigning.
- Work on BI Reporting
- Experience of Data Analyst
- Experience in Data Mining
- Working on Quality Assurance of Ads
- Experience in Email Marketing Tools and Software.

Hand On Experience:

Technology Keywords: Technology Keywords: Google Ads, Bing Ads, Google Analytics, Cost Optimization, CPC, CPA, CPV, Data Analytics, Facebook Ads, Instagram Ads, Business Intelligence, SMS Marketing, Bulk Email Marketing, Webmaster, Web-page performance, PMTA, SES, Twilio, Interspire, On-page Optimization, Wordtracker, Keyword Discovery, SEO Book, WordStream, BuzzSumo, SEMRush, Long Tail Pro, ScreamingFrog, WordPress, CMS, Excel, etc.

### Skills & Specialization

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Search Engine Marketing, SEM, Ads, Paid Marketing, Google Analytics, Web Marketing, Bi, SEO, Search Engine Optimization, Technical SEO, Business Intelligence, Microsoft Business Intelligence, Data Science, Data Mining, SMS, SMS Gateway, Email Marketing, Data Management, Data Analytics, Social Media Marketing, Social Media Strategy, Social Media Management

## Education

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<b>Virtual University Of Pakistan</b> Bachelor's Degree, Computer Science	Dec 2013 - Presently Enrolled
<b>Pakistan Shipowners Govt College</b> Associate's Degree, Engineering	Jan 2009 - Jan 2011
<b>Usman Public School</b> High School Diploma, Computer Science	Jan 1995 - Jan 2008

## Licenses & Certifications

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**Google Ads** May 2021 - Present  
LinkedIn

Got Position in the world.  
<https://www.linkedin.com/in/umairasifharry/>

**Google Analytics** May 2021 - Present  
LinkedIn

Got position in the world.  
<https://www.linkedin.com/in/umairasifharry/>

**Search Engine Optimization** May 2021 - Present  
LinkedIn

Got position in the world.  
<https://www.linkedin.com/in/umairasifharry/>

**Google Ads Search Certification** Mar 2021 - Mar 2022  
Google

The Google Search Network is a group of search-related websites and apps where your ads can appear. When you advertise on the Google Search Network, your ad can show near search results when someone searches with terms related to one of your keywords.  
[Online Verification Google Link](#)

**Google Ads Display Certification** Mar 2021 - Mar 2022  
Google

Display ads are the visual banner ads you see on advertising-supported sites everywhere.  
[Online Verification Google Link](#)

**Google Video Ads Certification** May 2021 - May 2022  
Google

In Google Ads, you can create compelling video campaigns with a range of video ad formats to engage customers in different ways on YouTube and across video partner sites. Available video ad formats include Skippable in stream ads.  
[Online Verification Google Link](#)

**Google Shopping Ads Certification** May 2021 - May 2022  
Google

Shopping ads are ads that include rich product information, such as a product image, price, and merchant name. They're created using data attributes from the product information you submit in your Merchant Center data feed and are shown to people who are already searching for the kinds of products you advertise.  
[Online Verification Google Link](#)

**Google Ads - Measurement Certification** Feb 2020 - Present  
Google

Demonstrate your ability to measure and optimize digital ad performance using Google's measurement solutions. Certified users will show they can understand.

**Google Ads** Feb 2020 - Present  
Google

Google Ads is an online advertising platform developed by Google, where advertisers bid to display brief advertisements, service offerings, product listings, or videos to web users. It can place ads both in the results of search engines like Google Search and on non-search websites, mobile apps, and videos.  
[Online Verification Google Link](#)

## Websites

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LinkedIn Profile: <https://www.linkedin.com/in/umairasifharry/>