

FAIZA IRSHAD ALI

WordPress Website Designer | Meta Ads Specialist |
Local SEO Expert

PROFILE

Results-driven WordPress Website Designer and Digital Marketing Specialist with experience in creating responsive, SEO-friendly websites and managing high-performing Meta advertising campaigns. Skilled in designing conversion-focused WordPress websites using Elementor, optimizing Google Business Profiles for Local SEO, and implementing on-page SEO strategies to improve search visibility. Passionate about helping businesses build a strong online presence and generate quality leads through effective web design and digital marketing.

WORK EXPERIENCE

- **Red Bull - Forage** JUNE - 2026
On-Premise Sales Job Simulation
 - Completed a practical sales simulation focused on account data analysis and sales strategy.
 - Analysed customer account data to identify business opportunities and improve sales performance.
 - Developed solutions for overcoming customer sales objections using consultative selling techniques.
 - Strengthened skills in customer relationship management, communication, negotiation, and data-driven decision-making

CERTIFICATIONS

Soft Skills Training Certificate

International Centre for Migration Policy Development (ICMPD) | June 2026

- Gained skills in professional communication, teamwork and problem-solving.

Digital Skills: Digital Marketing – Accenture (FutureLearn) | June 2026

- Gained practical knowledge of digital marketing strategies, SEO, social media marketing, and online business growth techniques.

Marketing in the New Digital Era – Salford Business School (FutureLearn) | June 2026

- Learned digital marketing strategy, campaign planning, brand positioning, and techniques to enhance online business performance.

AI-Powered Performance Ads Certification – Google Ads | June 2026

- Certified in creating and optimizing AI-powered Google Ads campaigns using automation, audience targeting, and performance optimization strategies.

Search Ads 360 Certification – Google | June 2026

- Certified in managing and optimizing Search Ads 360 campaigns, including campaign management, bidding strategies, conversion tracking, and performance reporting.



CONTACT

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📍 HYDERABAD

EDUCATION

2019- 2024

LUMHS, JAMSHORO

- Doctor of Pharmacy
- GPA: 3.72 / 4.0

SKILLS

- WordPress Website Design
- Elementor Pro
- WooCommerce
- Landing Page Design
- Responsive Design
- Website Speed Optimization
- Theme Customization
- Meta Ads (Facebook & Instagram)
- Campaign Setup & Management
- Audience Research
- Meta Pixel Setup
- Conversion Track
- Google Business Profile Optimization
- Local Keyword Research
- On-Page SEO
- Local Search Ranking Optimization