

ALI RAZA

AI Website Developer | Digital Marketer | Creative Designer

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PROFESSIONAL SUMMARY

Professional with a career spanning 2008 to the present across banking operations, insurance, administration, e-commerce and digital services. Current focus includes AI-assisted website development, Meta advertising, social media creatives and video production. Brings experience in customer service, team supervision, reporting and operational accuracy to client projects.

CORE CAPABILITIES

AI-assisted website development · Landing pages · Meta campaign management · Social media content · Creative design · Video editing · E-commerce operations · Analytics monitoring · PowerPoint presentations · Client communication

DIGITAL AND E-COMMERCE EXPERIENCE

Independent Website Developer and Digital Creative

Project portfolio · Karachi, Pakistan

- Developed six websites across word-finding tools, interactive decision tools, news content, corporate trading, e-commerce and affiliate product discovery.
- Created social media designs and video advertising creatives for Fashion Trend and managed Meta campaign work.
- Uses Hostinger for website hosting; Google Search Console and Google Analytics for website monitoring.

AI Video Content Creator and Video Editor

Self-employed · September 2025–present

- Creates AI-generated video content and edits short-form videos using AI video tools and CapCut.
- Develops content from initial concept through editing, text overlays, voiceover integration and final export.

Content Publisher and Affiliate Marketer

Self-employed · September 2025–present

- Creates blog content, develops landing pages and monitors content performance with analytics tools.
- Promotes affiliate products through content and social channels using the Amazon Associates programme.

Digital Marketing and Advertising Projects

Self-employed · February–March 2025

- Managed advertising campaigns, budgets and performance metrics, and developed supporting landing pages and AI-generated campaign visuals.

E-commerce Seller

Etsy: LthrcftShop · January 2025 Amazon: LeathercraftCo · June 2024

- Managed leather-product listings, customer queries, sourcing, inventory, order fulfilment and returns.
- Created product copy and AI-assisted product imagery to support online listings.

EARLIER PROFESSIONAL EXPERIENCE

Chief Cashier — Bank Al Habib Limited

Karachi · December 2010–February 2024

- Managed cash and vault operations, daily reconciliation and cashier-team supervision.
- Processed remittances, pay orders and foreign-currency transactions under branch procedures.
- Supported AML/KYC compliance, audit rectification and branch reporting using banking systems and Microsoft Office.

Finance and Claims Officer — Tracker Direct Insurance

Karachi · February 2009–May 2010

- Maintained premium records, followed up outstanding payments and handled policyholder queries and claims documentation using Oracle insurance software.

Office Assistant — Hashmi Associates

Karachi · July 2008–January 2009

- Maintained sales-tax records and data entry, coordinated client communications and provided administrative support.

EDUCATION

Bachelor of Commerce

University of Karachi · Completed September 2025

TOOLS AND PLATFORMS

AI development & assistance: ChatGPT · Claude · Codex · Replit · Gemini

Website hosting: Hostinger

Advertising & analytics: Meta Ads Manager · Meta Business Suite · Google Search Console · Google Analytics

Design & video: Canva · CapCut · Google Veo 3 · Flow

Office & presentations: Microsoft Office · PowerPoint presentation design

E-commerce experience: Amazon Seller Central · Etsy · Amazon Associates

LANGUAGES

Urdu — native · English — conversational