MUHAMMAD HUZAIFA ALAM

LinkedIn | +923259254068 | huzaifaalam153@gmail.com | huzaifa-alam.netlify.app
Address: **Karachi, Sindh, Pakistan.**

SKILLS

- Shopify Expert | Meta Ads | Lead Generation | Copywriting
- MS-WORD | MS-EXCEL | MS-PowerPoint |Typing speed 39
- Highlights Writing | Post Captions | Content Research | Storytelling | Hook Writing | Call to Action
- Carousel Scripts | Hashtag Strategy | Audience Targeting | Product Hunting Specialist

EXPERIENCE

Senior Shopify Developer — **GRAPHICSOUL TECHNOLOGY** — **08/2025 – Present**

- Developed & maintained custom Shopify stores using **Liquid**, **Shopify theme customization**, and **app integrations.**
- Built high-converting Shopify product pages designed to **drive sales** and **reduce bounce rate**.
- **3D/interactive storefront** elements as a differentiator.
- Improved store **CRO (conversion rate optimization)** through layout, UX, and product page enhancements.
- Developed and customized **Shopify websites**, including store layouts, convincing product pages, and theme customization.
- Integrated **Shopify apps** for **reviews**, **forms**, and **store functionality**; worked with Shopify's checkout/cart flow.
- Collaborated with designers & clients for timely delivery of cross-platform projects.

Client Handling & Sales

- Communicated with **international clients** to understand their needs and recommend suitable website and marketing solutions.
- Converted a **strong number of leads** into closed sales through consistent follow-ups and effective communication.

Meta Ads Manager — **ZETECH SOLUTIONS** — **07/2024 – 07/2025**

- Planned and executed Meta (Facebook & Instagram) **ad campaigns** aligned with business goals, awareness, traffic, leads, or conversions.
- Conducted **audience research** and built **targeted audience segments**, including lookalike and retargeting audiences.
- Designed ad creatives and wrote ad copy optimized for **engagement** and **click-through rate.**
- Managed campaign budgets, bidding strategies, and A/B tested creatives/audiences for better **ROAS**.
- Tracked performance through **Meta Ads Manager** and **Pixel data**, **optimizing campaigns based** on **CPC**, **CPA**, and **conversion metrics**.

Social Media Manager

- Managed and grew brand presence across social media platforms through consistent content strategy.
- Created engaging content and wrote compelling captions/post copies aligned with brand voice.
- Developed engagement-focused strategies to increase followers and reach.
- Analyzed performance to refine the content approach and improve results.

Customer Service Representative **STAR BPO** **08/2023 - 07/2024**

- Handled high-volume inbound/outbound calls, resolving customer inquiries efficiently.
- De-escalated complaints using **strong communication** and **problem-solving skills**.
- Maintained high customer satisfaction and retention through quality service.
- Met call handling targets (AHT, resolution rate) while ensuring accuracy.

EDUCATION

Bachelor's **UNIVERSITY OF KARACHI** *Karachi, Pakistan* **2025 - Present**

- Currently pursuing a Bachelor's degree in Digital Media Marketing. (Currently in 4th Semester)

Intermediate **ADAMJEE GOVT. SCIENCE COLLEGE** *Karachi, Pakistan* **2022 - 2024**

- Field of study: **Pre-Engineering**
- Intermediate with A Grade **(79.09 %)**

Matriculation **SHS SCHOOLING SYSTEM** *Karachi, Pakistan* **2022**

- Field of study: **Computer Science**
- Matriculation with A1 Grade **(90.06 %)**

COURSES

Prompt Engineering (Online) **GOOGLE** *Karachi, Pakistan* **09/2025 – 12/2025**

- Learned techniques for crafting effective prompts (zero-shot, few-shot, chain-of-thought) to get accurate and relevant outputs from AI models.
- Gained understanding of how to structure prompts for specific tasks like summarization, classification, and reasoning to improve output quality and consistency.

Digital Marketing & Freelancing **BANOQABIL INSTITUTE** *Karachi, Pakistan* **12/2023 – 03/2024**

- Gained advanced skills in digital media marketing strategy, including audience targeting, campaign optimization, and multi-platform brand growth.
- Learned the fundamentals of freelancing, including client acquisition, proposal writing, project management, and building a sustainable freelance business.

Digital Media Marketing **LRN INTERNATIONAL** *Karachi, Pakistan* **12/2023 – 03/2024**

- Learned core digital marketing concepts including SEO, SEM, content marketing, email marketing, and social media marketing.
- Gained an understanding of how to plan and execute basic marketing campaigns and analyze performance using key metrics.

Website Development **BANOQABIL INSTITUTE** *Karachi, Pakistan* **02/2023 – 08/2023**

- Built small e-commerce websites using HTML, CSS, and JavaScript.
- Gained an understanding of responsive design fundamentals.

PROJECTS

- https://zivify.store/
- https://souqulrehmani.com/
- https://mishify.store/
- https://xn--essenci-cxa.com/

- https://admire-hijab.com/
- https://dryon.co/
- https://vr-banquets.netlify.app/
- https://3dshoeweb.netlify.app/
- https://qravory.netlify.app/
- https://ce-spotify.netlify.app/
- https://ott-interface.netlify.app/