

# Mehdi KaramAli

## Digital Growth Specialist



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Mehdi KaramAli is a growth hacker, strategist and a serial entrepreneur. He is one of the few Pakistanis to be a Qualified Digital Marketing Professional by the *American Marketing Association (AMA)*

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### CORE VALUES

A strong advocate of entrepreneurial mindset and execution that can bring tangible results.

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### PROFESSIONAL EXPERIENCE

Mehdi is founder of Growker, the first digital growth consultancy company of Pakistan. He brings an experience of over 5 years working in various organizations as digital marketing strategist.

Furthermore, he is a certified trainer from School of Leadership (SoL) along with qualifications from Google and Facebook. He has helped dozens of organizations ranging from startups to brands in executing successful digital marketing strategies and trained 100+ individuals in growth hacking, entrepreneurial mindset and digital marketing.

His other entrepreneurial ventures include Birbal, Chutti Planner and Digital Ninja to name a few.

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### TESTIMONIALS

Mehdi gives you an opportunity to explore and learn on your own.

Qudsia Pervez - Program Manager Learning & Development - HBL

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His vision can blow you away.

Hussain Agha - Executive Director - Agha Steel Industries (ASI)

### Detailed Work Experience:

- Director of Strategy - *Digital Eggheads (2014-18)*
- Digital Media Specialist - *Crea8ive Bench (2014)*
- Digital Content Producer - *Gaditek (Cloudways) (2013)*

### Some Clients/Industries Worked With:

- Pakistan Dairy (IGLOO, CiGusta, DipShop) - FMCG
- Husaini (HHOT) - Non-Profit
- Agha Steel Industries (ASI) - B2B
- TerraBiz - Corporate Trainings
- Fatimiyah Hospital - Health
- College of Tourism and Hotel Management (COTHM) - Education
- State Bank of Pakistan - Government
- Bait ul Sukoon Cancer Hospital - Health/Non-Profit
- MasterClass Pakistan - Lifestyle
- Seed Pakistan/Professional Education Foundation - Education/Non-Profit
- Travelex Travels & Tours (UAE) - Travel

### Training Teams From:

- Habib Bank Limited (HBL)
- DAWN Media Group
- Institute of Business Administration (IBA)
- KPMG
- Nest I/O
- Karachi School of Business and Leadership (KSBL)
- Business Recorder/Aaj TV
- Hilal Foods
- Dolmen Group
- ECHO Digital Marketing
- Bonanza
- Al-Karam Textile Mills

- Hilton Pharma
- Avanza Solutions

### Certifications:

- American Marketing Association (AMA) qualified **Professional Certification in Digital Marketing** (subjects including Conversion Rate Optimization, Remarketing through Adwords & Analytics)
- Google Ads Certification for Adwords - 2017
- Certified Trainer from the School of Leadership (SoL) - 2016
- Facebook Blueprint Certification (Growing your business on Facebook-Advanced) -2016
- Google Digital Garage Certification - 2016
- Hubspot Inbound Marketing Certification - 2013
- Scored Band-8 in IELTS given on June 2013.