

SYED AHMED ALI

Google Certified Project Manager | PMO • Scrum • Social Media Management • Digital Marketing • Canva Specialist
Rawalpindi - Pakistan

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SUMMARY

- As a **Senior Program Manager** at [KaroKonnnect](#), I have successfully established a **Project Management Office (PMO)** and driven the strategic execution of multiple high-impact digital projects, including SEO, SMM, advertising campaigns, website development, and content creation. With **over 10 years** of project management experience, I excel in **leading cross-functional teams, optimizing processes**, and implementing risk management strategies to **ensure project delivery** on time and within budget.
- My extensive experience spans various industries, such as digital marketing, general insurance, IT, operations management, and book publishing. I am adept at navigating **diverse project methodologies** and have a proven ability to manage complex, **multi-stakeholder environments**.
- A key highlight of my career includes receiving an [appreciation award](#) from Immentia, an IT and Content Management Solutions provider, for my role in naming the company—a **testament to my innovative thinking** and dedication. Moreover, my entrepreneurial initiative led to the launch of [Resume Affair](#), a resume-writing service aimed at empowering professionals.
- A **strong focus on governance, team development, and continuous improvement** characterizes my leadership. I bring expert-level knowledge in project and change management, with a commitment to establishing best-in-class project management **methodologies, standards, and tools**.

CAREER OBJECTIVE

- To serve clients and colleagues by delivering value-based projects utilizing (and enhancing) my project management and writing skills.

EDUCATION

- GOOGLE PROJECT MANAGEMENT CERTIFICATION, COURSERA (2023)
- PMP TRAINING – NUST BUSINESS SCHOOL, ISLAMABAD (2013)
- MBA – PROJECT MANAGEMENT – PRESTON UNIVERSITY, ISLAMABAD (2012)

LICENSES AND CERTIFICATIONS

- For Project Management, Digital Marketing, Resume Writing, and Organizational Development certifications, please check my Linktree account:
 - <https://linktr.ee/ahmedalipm>
- In-progress / Planned certifications:
 - Professional Scrum Master Specialization
 - Confluence and Google UX

SKILLS

- Project Management and Organizational Development**
 - End-to-End project management, Agile Methodologies, Scrum, Kanban, Project Planning, Human Resource Planning, User Stories, Web Project Management, Timelines, Change Management, Time Management, Budget Planning and Monitoring, Stakeholder Relations, Continuous Improvement, Process Engineering, Business Process Mapping, Customer Satisfaction, Backlog Management, Backlog Refinement, Business Analysis, Requirements Analysis, Risk Analysis, Risk Assessment, Vendor Management, Quality Assurance, User Acceptance Testing, UI UX Testing, Website Responsiveness Testing, ERP Implementation, Recruitment, Onboarding, Policy Formulation and Compliance
- Tools and Technologies**
 - JIRA, Trello, Monday.com, Asana, Google Suite, Microsoft 365, Teams, Browser Stack, HubSpot, Canva, CapCut, Prezi, Pow Toon, LMS, InShot, Picsart
- Interpersonal**
 - Attention to Detail, Proofreading, Documentation, Organization, Transparency, Facilitation, Conflict Resolution, Team Management, Strategic Planning, Teamwork, Team Leadership, Personal Branding, Cross-Functional Coordination, Collaboration, Multitasking, Coaching, Mentoring, Interviewing, Work From Home
- Writing**
 - Policies and procedures, creative, resume, blog, report

LATEST PROJECTS

- Workmaster – <https://workmaster.ai/>
 - End-to-end web project management, Logo redesign, Brand Guidelines and Web App UX enhancements

- FilFil Pakistan – An established brand manufacturing Avocado sauces | URL: <https://www.filfil.pk/>
 - End-to-end web project management – WebFlow
 - Brand guidelines, Social Media templates, Copywriting using AI
- MUSHROO – An online startup selling Mushrooms | URL: <https://mushroo.pk/>
 - End-to-end web project management
 - SMM and Blog Writing
- Al-Mheiri Advocates and Legal Consultants – Dubai’s law firm | URL: <https://al-mheirilaw.ae/>
 - End-to-end web project management
 - SEO and Copywriting
 - Company Profiling, Social Media page creation, and photoshoot
- Kazim ADHD Trust, Karachi – A bilingual website for individuals suffering from ADHD and LD | URL: <https://www.kazimadhdtrust.org/>
 - End-to-end project management
 - HubSpot integration
 - Training and Development
- Sanam Chaudhri – Fashion Designer, Karachi | URL: <https://sanamchaudhri.com/>
 - End-to-end web project management
 - An e-commerce store built using Shopify.
- Karachi Biennale - Pakistan’s largest international, contemporary art forum | URL: <https://karachibiennale.org.pk/>
 - Managed the Social Media and Digital Marketing campaigns
- Resume Affair - My Facebook Page | URL: <https://www.facebook.com/resumeaffair>
 - Resume, CV & Cover Letter writing, LinkedIn profile development, and professional document drafting.
- Article Writing - My LinkedIn Profile | URL: <https://rebrand.ly/articlesbyahmed>
 - Writing is my passion, and I love to publish it on my LinkedIn profile.

WORK EXPERIENCE

Senior Program Manager

KAROKONNECT, *REMOTE* | APR-22 – PRESENT

KaroKonnnect is a remote creative agency. I lead a team of subject matter experts (SMEs), including web developers, Front-End engineers (FEs), web and graphic designers, UX professionals, content writers, digital marketers, and project coordinators. My responsibilities include:

- **Scrum Ownership & Task Management:**
 - Act as a Scrum Master for all the internal teams, facilitating sprints through daily stand-ups, sprint planning, and retrospectives.
 - Boosted on-time delivery from 60% to 95% and improved team velocity by 35% through continuous process refinements and proactive blocker removal.
 - Maintain and optimize task boards on platforms like Monday.com or Trello to ensure smooth execution and accountability.
 - Coached team members in Agile best practices to facilitate continuous delivery.
- **Recruitment Expertise:**
 - Lead end-to-end recruitment cycles for both technical and non-technical roles.
 - Collaborate effectively with department heads to understand hiring needs and craft accurate job descriptions.
 - **Screened over 100 candidates** and conducted more than 50 interviews, resulting in a 90% offer-acceptance rate.
 - Maintain comprehensive candidate databases and ensure a seamless recruitment experience throughout the process.
- **Client Management:**
 - Manage communication for **6 active clients**, consistently achieving above **95% satisfaction** as measured by post-project surveys.
 - Serve as the **primary point of contact** for clients, ensuring expectations were managed and deliverables aligned with agreed scope and timelines.
 - Conduct bi-weekly review calls and regular check-ins, resolving 98% of issues within 24 hours and maintaining high satisfaction and engagement.
 - Translate client needs into actionable plans for the internal team.
- **Project Proposal Management & Writing:**
 - Drafted and edited **20+ project proposals in the last year** for local and international clients, achieving a 40% win rate and contributing over PKR 5M in new business.
 - Collaborate effectively with technical teams to ensure feasibility, define scopes and budgets, and establish accurate timelines.
 - Customize proposals based on industry standards, ensuring clarity, strong structure, and a competitive edge while aligning with business goals and addressing client pain points.
- **Social Media Content Creation:**
 - Developed and produced **100+** engaging Instagram **posts, reels, and stories** monthly, specifically tailored to brand tone and target audience.
 - Successfully drove a 25% increase in engagement and 15% follower growth within 6 months.
 - **Utilized Canva** and other design tools to create compelling visual content and short-form videos.
 - Continuously tracked engagement metrics and iterated on content strategies for improved reach and performance.
- **Digital Marketing Ad Campaigns – Content Creator:**
 - Wrote persuasive ad copy for Facebook and Instagram campaigns with monthly budgets up to **PKR 120K**, consistently delivering a **4:1 Return on Ad Spend (ROAS)** on average.
 - Collaborated with designers to ensure creatives were aligned with campaign goals.
 - A/B tested 50+ ad variations and multiple content versions, optimizing overall ad performance.
- **Social Media Content Planning:**
 - Strategize monthly **content calendars**, aligning content with **trending SMM days** and relevant topics to ensure timely and effective engagement.
 - Coordinate seamlessly with clients and internal teams to plan the content.

- **Data Ownership & Management:**
 - Own and manage a repository of **120+ project documents**, ensuring up-to-date and accurate records.
 - Ensure clear file naming conventions and access controls across shared drives.
 - Maintain strict confidentiality and data integrity in all client deliverables and reports.
- **User Acceptance Testing (UAT):**
 - Conduct cross-platform testing via Browserstack.
 - Rigorously drafting the QA reports after carefully comparing the client's requirements and the product increment.

Key Achievements

- Alhamdulillah, I was able to effectively implement the use of the project management tool, Monday.com. Before I joined the team, there were no established rules or policies, and the concept of timelines, follow-ups, and completion criteria was unclear. Thanks to my efforts, the organization was transformed from chaos to harmony.
- Successfully administered Monday.com, managing the users and their accounts.
- Established Daily Scrums and Weekly project reporting to address stalled projects.
- Achieved a substantial increase in portfolio growth and a **100% success rate in project completion**.
- I have provided my team with all the required project management documentation and templates. I also implemented the necessary processes while ensuring compliance through monitoring.
- I successfully handled the digital marketing, social media management, and project reporting for KB22, a large-scale project by the Karachi Biennale Trust. KB22 comprised 26 sub-projects featuring both local and international artists from around the globe.

In May 2015, I became an Executive in Immentia's Program Management department. After a short time, I was promoted to Team Lead. I was responsible for managing multiple projects. Here is a summary of my professional journey with Immentia:

Project Manager

IMMENTIA, ISLAMABAD | MAY-15 – APR-22

- As the accountable party for establishing Scrum, I facilitated the development team's implementation of the Scrum framework and helped create self-organizing teams.
- Helped the organization and the Scrum team(s) understand the Scrum theory while coaching them to master cross-functional communication.
- Helped the Scrum team create high-value increments that meet the Definition of Done by removing the impediments.
- Facilitated the Scrum team by ensuring positive, productive, and time-boxed Scrum events.
- Helped the Product Owner (PO) with effective Product Goal definition, Product Backlog management, empirical Product Planning, and stakeholders management, as and when needed.
- Coached the Scrum team about the importance of Transparency, Inspection, and Adaptation.
- Coached the organization in various instances about Scrum adoption, planning Scrum implementations, and removing barriers between stakeholders and Scrum Teams.
- Facilitated the development team with regard to estimations and inter-departmental coordination.
- Managed Social Welfare projects, including free education for the needy.
- Handled Content Management projects, depending on the client's needs.
- Project Management for Web Development projects.
- Performed comprehensive QA of Food Ordering App, FikiFoo (Admin Panel, App Design, Data Entry, Images).
- Suggested catchy and effective domain names for various projects.
- Organizational Operations Management.
- Ticket Panel management for Software Projects.
- Project follow-ups and reporting.
- Quality Assurance.

Key Achievements

- A consistent top performer throughout my tenure.
- Received an appreciation award for suggesting the company name – Immentia.

Deputy Secretary

RAWALPINDI CHAMBER OF COMMERCE & INDUSTRY, RAWALPINDI | FEB-14 – FEB-15

- Assisted the Secretary-General in managing the operational and administrative issues of the Secretariat, ensuring timely execution of the tasks.
- Monitored the progress of the activities and projects and updated Secretary-General accordingly.
- Vendor management.
- Analyzed requirements of the staff and accordingly updated the RCCI's Website and ERP as and when required through the IT Consultants.
- Maintained liaison with Government & Private functionaries.
- Managed human resources.
- Conducted training and awareness sessions.
- Suggested departments for the corrective measures in compliance with the ISO.
- Formulated SOPs for different departments.

Key Achievements

- Introduced a standard format for the development of SOPs.
- Introduced and implemented the Project Management tool "Trello".
- Being a part of the Quality Management Team, conducted internal audits and evaluated their performance as per ISO standards, presented the internal audit evaluation report to the Secretary-General maintaining the documentation.

Researcher

PAKISTAN MICROFINANCE NETWORK AND PLAN PAKISTAN, ISLAMABAD | JUN-13 – JULY-13

This project was a combined initiative of PMN and NRSP (National Rural Support Program). In addition, I worked with PMN for the Youth Microfinance Project on a paid internship basis.

- Our team conducted surveys via one-on-one interviews with the youth demographic in Chakwal district, gathering valuable insights.
- Diligently entered the survey data into automated software, generating comprehensive reports.
- The collected data was entered into specialized automated software systems, generating detailed reports that offered a deep analysis of our findings. As trends changed, we continuously updated our observations, enabling us to draw meaningful conclusions and provide relevant recommendations.

During my time at Interactive Group in Islamabad from January 2009 to March 2013, I worked in the Project Management Office, Organizational Development department and with a research-based team. Throughout my tenure, I had a variety of job responsibilities, as under:

Project Coordinator | Project Management Office (PMO)

INTERACTIVE GROUP, ISLAMABAD

- Assisted the Project Manager in reporting the project's progress to stakeholders as per the Communication Plan.
- Ensured the timely execution and management of product backlog, sprint backlog, daily stand-ups, sprint review, and sprint retrospective.
- Resolved issues during sprints while working with cross-functional teams.
- Communicated directly with internal and external stakeholders.
- Maintained documentation for management plans, mobilization plans, RAID logs, activity logs, status reports, etc.
- Assembled and mobilized project team members as per the activity plan.
- Ensured all project documents were correctly archived on project closure.

Key Achievements

- I successfully managed 04 different teams across multiple locations, addressing administrative and technical concerns along the way.
- Additionally, I provided assistance and coordination throughout the entire project lifecycle to ensure its success.

Data Analyst | Organizational Development Department

INTERACTIVE GROUP, ISLAMABAD

Job Analysis and Business Process Mapping were the main components of the project. The main tasks were as follows:

- Prepared the interview plan for employees/departments.
- Scheduled and interviewed the employees and gathered the required data.
- Data entry using MS Excel and mapped the processes using the Bizagi Process Modeler.
- Assisted the Team Lead in preparing the FTE (full-time equivalent) dashboard of various departments and maintained the project plan.

Key Achievements

- As a member of the Process Mapping team, I successfully mapped out the processes by utilizing Bizagi Process Modeler and interviewing over 150 employees.

Motor Insurance Claims Coordinator

EFU GENERAL INSURANCE, RAWALPINDI | DEC-06 – FEB-08

HOBBIES & INTERESTS

- I am a stutterer, a project manager who treats every task of his life as a project, a quote and resume writer, a complete maniac for his bike, and yes, cats are love!