ALI BAIG

AI-Enabled Growth, GTM & Marketing Automation Leader

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UK Spouse Visa - Full Right to Work, No Sponsorship Required

AI-enabled growth and GTM leader with 14+ years of experience across paid acquisition, demand generation, funnel strategy, CRM automation and commercial operations. Combines AI tools, workflow automation and performance marketing to improve campaign development, lead management, reporting, content operations and customer acquisition. Built full-funnel systems across Meta, Google, Bing, X, landing pages, HubSpot/GoHighLevel, GA4 and Looker Studio, supporting international clients across B2B, e-commerce, fintech, consumer products, health, education and construction.

EXPERIENCE

Founder & Growth Marketing Consultant | AI-Enabled GTM Systems

Groweit *2023 - Present*

Built GROWEIT as a growth marketing consultancy focused on paid acquisition, funnel strategy, CRM automation, AI-enabled marketing systems, and commercial growth support for service businesses and growth-stage teams.

- Designed AI-assisted marketing workflows for campaign research, audience analysis, content planning, reporting and lead follow-up, reducing manual preparation and enabling faster campaign execution
- Supported clients across consumer products, e-commerce, health, education, construction, fintech, B2B services and local services
- Combined GoHighLevel, CRM automation, AI tools and payment systems to create end-to-end acquisition and customer follow-up workflows for international clients
- Supported paid social and creative operations for a U.S. e-commerce account running $200K+/month in ad spend
- Used AI-assisted research and analysis to develop positioning, campaign concepts, funnel recommendations and commercial growth plans across multiple sectors

Independent Growth Marketing Consultant

Global Clients *2018 - 2023*

After leaving the military, moved fully into marketing consulting, supporting founders, agencies, and growing businesses with digital acquisition, brand positioning, funnel strategy, campaign execution, and performance-led growth systems.

- Built the foundation for later AI-enabled growth work through extensive experience in paid acquisition, funnel optimisation, CRM systems, market positioning and cross-channel campaign execution
- Served as Growth Lead (Contract) for a Solana-focused crypto project, helping scale Telegram subscriber acquisition from approximately 300 to 500 daily subscribers through paid Telegram campaigns with around $30K/month spend
- Worked with the CMO of Lattafa, a UAE-based fragrance company with global presence, on brand uplift, global positioning, catalog development, and commercial brand presentation
- Led branding, catalog direction, logo development, and social media presence for HOMAQ, a UAE-based women’s fashion e-commerce brand targeting Middle Eastern markets
- Developed market launch strategy and positioning recommendations for Foree Remittance, a fintech/remittance service supporting transfers from Canada and the UK to Pakistan

Fractional Marketing Strategy Consultant | Paid Acquisition & Automation

ServOn Digital Inc *2018 - 2020*

Supported Servon Digital on growth strategy, paid media planning, campaign execution, and client acquisition systems for digital and service-based businesses.

- Advised on digital growth strategy, campaign planning, and acquisition systems across paid media and funnel-based marketing
- Supported Meta and Google campaign structures focused on lead generation, audience testing, retargeting, and conversion improvement
- Helped develop client-facing marketing plans, reporting frameworks, CRM recommendations, and performance improvement actions

Military Engineering Officer | Strategic Operations & Project Leadership

Pakistan Army, Corps of Engineers *2002 - 2018*

Served 16 years as a military engineering officer, leading large-scale engineering, infrastructure, logistics, and field operations across complex environments

- Led civil engineering programs worth $15M+ including stadium construction, roads, airfields, and secure installations across frontier and urban zones
- Managed teams of 100-150+ personnel; delivered complex, high-budget projects on time and under pressure
- Built SOPs, operational plans, and inter-agency coordination protocols; HR planning for a staff of 1,600+
- Led complex operational transformation programmes involving multidisciplinary teams, process redesign, SOP development, stakeholder coordination and adoption across high-pressure environments

UN Peacekeeping Project Manager | Infrastructure & Field Operations

United Nations (Côte d'Ivoire) *2011 - 2012*

Selected as part of Pakistan's military engineering contingent under the UN peacekeeping mandate, supporting infrastructure rehabilitation and field operations in a post-conflict environment

- Led road and bridge reconstruction and civil infrastructure development in post-conflict zones
- Coordinated multi-agency, multilingual field teams; managed $10M+ in projects across the country
- Received official UN Appreciation Certificate for exemplary service

CORE COMPETENCIES

AI & Workflow Automation: Generative AI workflows, AI adoption, marketing research automation, ChatGPT, campaign analysis, lead nurturing, CRM automation, n8n, Make, Replit, GoHighLevel
Performance Marketing: Meta Ads, Google Ads, paid social, paid search, retargeting, audience testing
Demand Generation: Funnel strategy, lead lifecycle, GTM execution, CAC:LTV, cold outreach
Marketing Automation: HubSpot, GoHighLevel, Mailchimp, lead nurturing, CRM workflows
Analytics & CRO: GA4, Looker Studio, Meta reporting, A/B testing, landing page optimisation
Leadership & Operations: Remote team management, SOPs, ClickUp, Notion, project delivery, change management, cross-functional execution

EDUCATION

MS, Construction Engineering Management - NUST	2013 - 2016
BE, Civil Engineering - NUST	1998 - 2001
Construction Finance - Columbia University	2019

CERTIFICATIONS

Google Ads Certification - Google (2024)
Meta Blueprint Certification - Meta (2024)
Google Generative AI - Google (2026)
Google Ads Measurement Certification - Google (2025)

LANGUAGES

English (Fluent) Urdu (Fluent) Arabic (Basic)