ALI BAIG

Growth & Performance Marketing Leader

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

Growth marketing and performance marketing leader with 14+ years across paid acquisition, demand generation, funnel strategy, CRM automation, analytics, and AI-assisted marketing workflows. Experienced in building full-funnel systems across Meta, Google, Bing, X, landing pages, HubSpot/GoHighLevel, GA4, and Looker Studio. Supported international clients across consumer products, e-commerce, fintech, B2B services, construction, health, and education, including high-spend paid media accounts and global brand projects. Earlier military and UN leadership experience shaped a disciplined, systems-first approach to execution, team leadership, and commercial growth.

EXPERIENCE

Founder & Growth Marketing Consultant

Groweit *2023 - Present*

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

- Built growth systems across paid media, landing pages, CRM automation, lead nurturing, reporting, and follow-up workflows
- Supported clients across consumer products, e-commerce, health, education, construction, fintech, B2B services and local services
- Built funnel infrastructure for a U.S. tiny house campaign, connecting billboard QR traffic to landing pages, Stripe checkout, CRM workflows, and website integration
- Supported paid social and creative operations for a U.S. e-commerce account running $200K+/month in ad spend
- Built AI-assisted workflows for campaign research, content planning, reporting, lead nurturing, and marketing operations

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.

- Delivered growth marketing, paid media, funnel optimisation, CRM automation, and brand strategy projects for clients across multiple sectors
- 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

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+
- Built deep experience in structured planning, crisis management, disciplined execution, and leadership under pressure

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

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, AI workflows

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 AI - Google (2026)
Google Ads Measurement Certification - Google (2025)

LANGUAGES

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