

## Shafiel Ali

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### Experience

#### Director of Video | The Eclectic | Aug. 2015 - Current

- Manage end-to-end production of high-quality visuals and media content, ensuring alignment with brand objectives and target audience preferences.
- Direct and edit engaging commercials, leveraging Adobe Creative Suite and other industry-standard tools to deliver compelling storytelling.
- Utilize data analysis and market research to identify growth opportunities and optimize media campaigns, resulting in increased brand visibility and customer engagement.
- Collaborate with cross-functional teams to implement marketing strategies across various digital platforms, including Google Ads, Bing Ads, YouTube, and social media channels.
- Conduct keyword research, landing page testing, and CTA optimization to enhance campaign performance and achieve target KPIs.
- Produce regular reports on campaign performance, leveraging tools like Google Analytics and data visualization platforms to communicate insights and recommendations effectively.
- Stay abreast of industry trends and emerging technologies to drive innovation and continuous improvement in media strategies.

### Skills

- Proficient in Adobe Creative Suite, with expertise in video production, editing, and graphic design.
- Strong analytical and data acumen, with experience in Excel/Google Sheets, Google Analytics, and other business intelligence tools.
- Experienced in managing paid media campaigns across Google and Bing ad platforms, including Search, Display, and YouTube.
- Familiarity with other paid social channels such as Facebook, TikTok, and Snapchat.
- Excellent communication and collaboration skills, with the ability to work effectively across cross-functional teams.
- Detail-oriented with a keen eye for visual aesthetics and storytelling.
- Entrepreneurial mindset with a proactive approach to problem-solving and campaign optimization.
- Education

### Projects

AZ State University Tech Expo | Morning Star Foundation Adoption | Scammers Informational PSA | Epic Toy Show Convention | Anvil's Cache Documentary (Small Business) | HVH Marketing Campaign | Local Artist, DeadZ Music Video | Private Chef Monique Media Campaign (TikTok)