ZAIN ALI



Shopify Developer ▪ Meta Ads ▪ Social Media Management | Founder, ZainEcom

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PROFESSIONAL SUMMARY

E-commerce specialist working since July 2024. I design and build Shopify stores that look like real brands, run the Meta Ads that bring buyers to them, and manage social media for brands in Pakistan and abroad, fully online. Strong focus on clean mobile-first store design, correct pixel, event tracking and catalog setup so ad traffic converts, and consistent content across Instagram, Facebook, TikTok and YouTube.

CORE EXPERTISE

Shopify Development	Full store design and build, homepage, collection and product page design, animated sections, product upload, policy pages, menu and footer, COD, payment and shipping setup, apps setup and store launch
Meta Ads	Meta Business setup, Shopify and Meta integration (pixel, event tracking, product catalog), campaign setup and management, ad creatives and copy, audience targeting and retargeting
Social Media Management	Account setup for Instagram, Facebook, TikTok and Threads, post and banner design, captions and hashtags, publishing and scheduling, highlight covers and feed layout, Reels and TikTok content ideas
Branding	Logo, colours and fonts for your brand, applied across the store, ads and social media
Store Operations	Daily store operations after launch, on request

SELECTED PROJECTS

Kinetix

https://kinetixsound.myshopify.com/

Shopify store designed and built by ZainEcom.

Portfolio relevance: store design ▪ theme customization ▪ Meta Ads creatives

Preview password: zainecom

AVELLA

https://avellaluxury.myshopify.com/

Women's accessories store with custom branding, header, footer and homepage sections.

Portfolio relevance: branding ▪ theme customization ▪ homepage design

Preview password: zainecom

M. Noir Fragrances

https://mnoirfragrances.com/

Fragrance brand store with full brand and Shopify build.

Portfolio relevance: branding ▪ store build ▪ live store (no password)

Note: Kinetix and AVELLA are password-protected previews. When the page asks, enter the password shown above.

TECHNICAL CAPABILITIES

- **Platforms:** Shopify, Meta Ads Manager, Instagram, Facebook, TikTok, YouTube and Threads
- **Store building:** Shopify theme editor, theme customization, products, collections, policy pages, menus and installed apps
- **Tracking and integration:** Meta pixel, event tracking and product catalog connected to your Shopify store
- **Code:** HTML5, CSS3, JavaScript and responsive UI
- **Design and editing:** Canva for post, banner and ad creatives, CapCut for Reels and short videos
- **Launch checks:** mobile and speed checks, with payment, shipping and COD set up before the store goes live

PROFESSIONAL VALUE

- Store design, Meta Ads and social media under one roof, so your store, ads and content look and work as one brand.
- Works fully online with brands in Pakistan and abroad.
- Your accounts stay yours. Meta Ads work is done through partner access.
- Clear process: message on WhatsApp, discuss your brand and requirements, proposal and advance to start, then design, build, revisions and launch.
- Live stores you can open and review before you decide.

Start a project

Send me your brand name, what you sell and what you need: a store, Meta Ads or social media management.

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Instagram ▪ TikTok ▪ YouTube ▪ Facebook ▪ LinkedIn