

Saif Ali

Founder · AI Ecommerce Marketing

whyitworks.ai

Muzaffarabad, Pakistan

CreativeShopify32@gmail.com

whyitworks.ai

instagram.com/saifalimughal_01

// ABOUT

Designer. Strategist. Founder. Problem-solver. I run whyitworks.ai — an AI-driven marketing agency for ecommerce. I bridge Shopify design, creative strategy, Meta ads, and paid growth so brands look sharper, sell clearer, and scale with confidence.

// KEY SKILLS & CREATIVE FIELDS

- Shopify Design & Development
- Ecommerce Growth Strategy
- UI/UX & Conversion Design
- Graphic Design & Branding
- AI Creatives & UGC
- Video Editing
- Performance Marketing / Meta Ads
- CRO & Funnel Optimization
- AI-Assisted Workflows

// PROFESSIONAL WORK EXPERIENCE

Founder

Present

whyitworks.ai

Running an AI-driven marketing agency for ecommerce — Shopify design, creative strategy, Meta ads, and performance marketing for brand growth.

Founder

Oct 2025 – Present

[theclickup](https://theclickup.com)

Founded and led growth-focused ecommerce design and marketing across Shopify stores, creative systems, and performance campaigns.

Ecommerce Marketing Consultant

Jan 2025 – Jun 2026

The Fliq · Freelance · Remote

Designed, built, and optimized Shopify stores. Ran Meta campaigns and funnel work — including a store that generated ~\$197K in 45 days.

Shopify Designer & Developer

Feb 2022 – Jun 2026

Fiverr · Freelance · Remote

Shopify store design, development, and conversion-focused redesigns for international ecommerce clients.

Performance Marketing Specialist

Jan 2023 – Sep 2024

Scalewave · Remote

Led Meta advertising for ecommerce clients, managing monthly budgets up to \$50K and optimizing for converting audiences.

// SELECTED RESULTS

- 01 \$197K in 45 days — Meta ads & funnel optimization · The Fliq / Client store · 2025
- 02 Shopify design, builds & conversion redesigns for global brands · Fiverr · 2022 – 2026
- 03 Meta ads for ecommerce — budgets up to \$50K / month · Scalewave · 2023 – 2024

// SOFTWARE & PLATFORM EXPERTISE

Shopify

Shopify Plus

Figma

Adobe Photoshop

Adobe Illustrator

Canva

Midjourney

ChatGPT

Claude

Meta Ads Manager

Google Ads

Google Analytics

Klaviyo

Notion

Framer

Webflow

WordPress

Elementor

Vercel

After Effects

// SOFT SKILLS

Leadership · Communication · Teamwork · Versatility · Decision Making · Problem Solving · AI Early-Adopter

// LANGUAGES

Urdu
English
Hindi

Native
Fluent
Professional Working Proficiency

// EDUCATION

Ecommerce & Digital Marketing PracticeOngoing
Self-directed / Client delivery systems

Professional Shopify & Performance Marketing Craft2022 – Present
Freelance & agency projects

// CERTIFICATIONS & FOCUS AREAS

Shopify Theme Customization & CROClient delivery · Ongoing

Meta Ads & Funnel OptimizationPerformance campaigns · 2023 – Present

AI Creative Workflows for Ecommercewhyitworks.ai · Present

Brand Identity SystemsPortfolio work · Ongoing

// CONTACT INFORMATION

Portfoliowhyitworks.ai / personal portfolio site

E-mailCreativeShopify32@gmail.com

Agencywhyitworks.ai

Instagraminstagram.com/saifalimughal_01

LocationMuzaffarabad, Pakistan