

Date: 13/05/2025

# Experience Certificate

TO WHOM SO EVER IT MAY CONCERN

This is to certify that Mr. Mohsin Ali S/O Mr. Liaqat Ali, holding CNIC No. 35202-5956018-7, was employed with GraceSol Technologies as a Digital Marketing Manager from 15 April 2019 to 09 June 2023.

During his tenure with the company, his key responsibilities included:

- Managing multi-channel digital marketing campaigns across Google Ads, Facebook/Meta Ads, and LinkedIn
- Planning and executing digital marketing strategies focused on lead generation, customer acquisition, and business growth
- Monitoring and analyzing campaign performance using key marketing and conversion metrics
- Improving conversion rates through landing page optimization, funnel optimization, and campaign testing
- Managing campaign budgets, targeting strategies, and performance optimization
- Conducting campaign performance analysis and preparing regular marketing reports
- Using analytics and tracking tools to support data-driven marketing decisions.

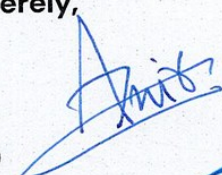
Throughout his employment, Mr. Mohsin Ali performed his responsibilities professionally and demonstrated sound knowledge of digital marketing, paid advertising, campaign optimization, and performance analysis.

We wish him success in his future professional endeavors.

Sincerely,



CEO



## DOCUMENT VERIFICATION

To verify this document, please email [info@gracesol.com](mailto:info@gracesol.com)

Recipients are advised to independently verify the authenticity of this document directly with GraceSol Technologies.



SCAN TO VERIFY