

Mir Sohail Ali

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Result-oriented design, marketing & technical unicorn with 9+ years of experience in helping organizations embrace technology, transform digitally, and share their stories using a strategic blend of emerging technologies and traditional mediums. I specialize in crafting compelling narratives for diverse organizations—from large agencies to academic institutions, complex start-ups and not-for-profits, to form relationships between ideas and reality, and methods for improving the connections between people, cultures, and the products they use. I'm committed to continuous learning, team success and meaningful social impact, while working on the cutting-edge of design innovation and marketing trends.

Areas of Expertise

- Creative Direction, Art Direction & Mentorship
- Brand Design & Positioning
- UI/UX, Web, Interaction Design
- Video Editing & Colour Grading
- Animation & Motion Graphics
- Customer Relations Development
- Digital, Email & Content Marketing
- Project & Stakeholder Management
- Marketing Strategy, Ad Campaigns, Sales Funnels

Experience

Mir Sohail Ali Studios

Jan 2018 – Present

Founder & Creative Director

- Provides creative and marketing services as a consultant with focus on SaaS and not-for-profit sector. Notable clients include Rogers Communications, Cybersecure Policy Exchange, Govt. of Ontario, Alkali Partners, Avasam, Battlebet, Clearmove, Immutable, My Motor, Northflank, X-Opia, Zavy 360, FCBSix.

H4S Enterprises O/A We Must

Sept 2024 – Nov 2024

Senior Manager, Product & Marketing

- Defined and executed product vision, strategy, and roadmap, aligning with business goals and market trends. Led end-to-end product development, prioritizing features and managing the product lifecycle, achieving user adoption growth of 35% and a 28% increase in revenue.
- Developed and implemented multi-channel marketing strategies, including digital, social, and email campaigns, resulting in a 42% increase in engagement and a 33% rise in conversions from Sept-Nov 2024. Conducted market research to optimize product positioning & maximize ROI.
- Oversaw the implementation of brand consistency—developed comprehensive brand guidelines and led marketing initiatives that boosted brand awareness by 45%. Collaborated with senior leadership and external partners to align content strategies and marketing roadmaps.
- Oversaw product and marketing budgets and optimized resources, leading to a 25% increase in driving campaign success. Led and mentored cross-functional teams, fostering a collaborative environment focused on innovation and growth.

Rogers Cybersecure Catalyst, Toronto Metropolitan University

Oct 2019 – Mar 2024

Web & Interactive Media Design Specialist

- Spearheaded the establishment of comprehensive design guidelines, standards, and best practices, ensuring brand alignment and consistency across all initiatives. Directed the design and development process, translating user requirements into logical user flows and website mock-ups, storyboards, and information architecture, streamlining the process by 25%.
- Led marketing and event operations including HubSpot migration, and developed digital marketing strategies, sales pipelines, and ad campaigns for B2C and B2B audiences. Oversaw the design and implementation of customer-facing chatbot and training materials, leading to a 32%

increase in conversions and successfully closing high-ticket sales (value \$15,000 & \$16,500).

- Led event planning, communication, execution, and delivery of programs & events—launched 12 programs, built an audience of over 19,000 participants, businesses, researchers, and partners, and filled over 800 jobs in cyber sector. Managed budgets for web, production and interaction design, marketing & events of up to \$3 million, while supervising subcontractors ensuring quality standards are met.
- Led content marketing initiatives, producing high-quality blog posts, articles, and multimedia content, leading to a 31% increase in website traffic, a 36% improvement in organic search rankings, a 25% increase in conversion rates and a 23% decrease in customer acquisition costs.
- Collaborated on drafting and developing funding proposals and pitches that resulted in investment commitments of \$15 million over 5 years from Rogers Communications, \$1 million from RBC and \$1 million from Mastercard, towards supporting Catalyst initiatives.

Seneca College

Jun 2018 – Aug 2019

Technologist & Course Instructor FYE 101

- Directed the production and curation of print and digital advertisement content for FCAD, resulting in 20% increase in engagement and program applications under the guidance of the Dean of Studies. Mentored students on academic and career-related matters, offering guidance on course selection, portfolio development, internships, and job search strategies, resulting in a 15% increase in student internship placements and job placements post-graduation.

Teaching Assistant

- Collaborated with the course instructor to prepare and assess student work for the Interactive Media tools course, impacting 27 students in Fall 2018 and 23 students in Winter 2019 terms, achieving a 85% average student satisfaction rating. Provided comprehensive feedback and facilitated robust course discussions on student assignments, projects, and portfolio development, leading to 17% improved academic grades and portfolios.

Jessi Publications, Chennai, IN

Oct 2016 – Dec 2017

Marketing & Design Lead

- Led and managed a team of 10, including graphic, motion & interactive designers, artists, video editors and writers, offering guidance and feedback, and collaborated with subject matter experts to ensure timely delivery of high-quality design work. Ensured all educational materials met accessibility standards, making them suitable for a diverse range of learners and enhancing inclusivity increasing gross sales by 12%.

Education & Certifications

- **B.A. Digital Media (Game Design) (Hons.)**, University of Wales, Cardiff
- **Diploma Interactive Media Design (Hons.)**, Seneca College, Ontario
- **Market Disruption and Strategic Planning for Growth & Innovation**, HBS Online
- **HBX Core: Business Analytics, Economics for Managers and Financial Accounting**, HBS Online
- **Six Sigma Black Belt**, LinkedIn Learning
- **Google Analytics, DV 360, Search Ads 360, Campaign Manager 360**, Google
- **Content Marketing, Inbound Marketing, Email Marketing, Inbound Marketing Optimization, Digital Advertising, Marketing, Sales, Service Hubs Software**, HubSpot

Technical Skills

Google Analytics, Display & Video 360, Search Ads 360, Google Ad Manager, InDesign, Illustrator, Premiere Pro, After Effects, Photoshop, XD, Figma, Sketch, Maya, 3DS Max, Keyshot, Adobe Experience Manager, Webflow, WIX, WordPress, HTML, CSS, JavaScript, WCAG 2.1, CASL, SEO, SEM, HubSpot, Salesforce, Copper, Mailchimp, Monday, HootSuite, Marketo, Jira, MS Project, MS Office, Teams, Pheedloop, Zoho, Zoom.