

Huzaifa Niaz

GTM Engineer | Clay Certified |
ACCA | E-commerce & Digital
Growth

✉ huzaifan640@gmail.com

☎ +923049561090

📍 Mux,PB,Pakistan

🌐 <https://www.linkedin.com/in/huzaifa-niaz-4a0b4b158/>

📞 <https://wa.me/923049561090>

📄 PROFILE

ACCA-affiliated professional with expertise in e-commerce and digital marketing. Skilled in Clay, Apollo, and web-scraping to build automated outbound workflows and drive scalable GTM operations.

📄 CERTIFICATES

- Clay Outbound Automation [🔗](#)

🔑 INTERESTS

- Sports: Cricket and football (recreational)
- History: Movies and documentaries
- Traveling and Hiking

📁 PROJECTS

Shopify Store Optimization

05/2022 – 01/2023

Turned around a loss-making Shopify store by improving ROAS, increasing AOV, and enhancing the customer lifecycle. Gained experience in customer profiling, retargeting strategies, and performance-driven e-commerce growth.

🎓 EDUCATION

ACCA

ACCA (Association of Chartered Certified Accountants) [🔗](#)

05/2015 – 04/2018 | Pakistan

Globally recognized accounting qualification with expertise in finance, reporting, and strategic business skills.

🧠 SKILLS

Accounting & Finance:

Financial reporting, management reporting, forecasting, budgeting

Digital Marketing & E-commerce:

Meta Ads, Shopify/Etsy/Amazon store setup, optimization & scaling

GTM & Outbound Automation:

Clay, Apollo, web scraping, lead scoring, ICP & TAM development

Soft Skills:

Analytical, process-driven, problem-solving, rapid learner

📁 PROFESSIONAL EXPERIENCE

Audit Trainee

ShineWing Accounting Firm

04/2018 – 09/2018 | Multan, Pakistan

Assisted in audits and financial reporting, applying IFRS standards and reviewing internal controls.

- Conducted **audits of client accounts**, gathering and verifying audit evidence to ensure accuracy and compliance.
- Prepared and maintained **financial statements** in line with IFRS requirements.
- Reviewed and evaluated **internal controls** to identify gaps and recommend improvements.
- Supported senior auditors in **risk assessment, documentation, and reporting**.
- Collaborated with clients to **resolve accounting discrepancies** and streamline reporting processes.

Assistant Manager (Accounting & Finance)

Pak Suzuki Motor Company [🔗](#)

10/2018 – 04/2020 | Karachi, Pakistan

Managed monthly financial reporting and accounting operations under IFRS guidelines.

- Prepared and analyzed **monthly financial statements**, ensuring accuracy and compliance with IFRS standards.
- Developed **management reports** for senior leadership to support strategic decision-making.
- Assisted in **budgeting, forecasting, and variance analysis**, contributing to financial planning and operational efficiency.
- Coordinated with cross-functional teams to ensure timely **account reconciliations and reporting**.
- Streamlined reporting processes, improving accuracy and reducing monthly closing time.

Digital Marketing & E-commerce Specialist

Freelance

06/2020 | Remote

Managed and scaled online stores across Shopify, Etsy, and other marketplaces.

- Set up, optimized, and scaled **Shopify and marketplace stores** to increase sales and improve customer experience.
- Developed and executed **digital marketing campaigns** across social media and online platforms to drive traffic and conversions.
- Analyzed store performance metrics to identify growth opportunities and implement **data-driven strategies**.
- Managed product listings, pricing strategies, and promotions to **maximize revenue and engagement**.
- Applied automation tools and analytics to streamline **store operations and reporting**.

GTM Engineer – Internship

Freelance

09/2025 | Remote

Building automated outbound workflows and generating high-quality.

- Developed **automated lead generation workflows** to identify and enrich potential clients.
- Utilized **Clay, Apollo, and web-scraping tools** to collect, organize, and score leads.
- Built **TAM and ICP lists** to target high-priority prospects efficiently.
- Streamlined outbound processes through **workflow automation**, improving accuracy and reducing manual effort.
- Tested and optimized **lead enrichment and outreach strategies** to enhance conversion potential.