

Ali Asghar Ataie

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Detail-oriented and analytical cybersecurity professional with hands-on training in malware analysis, digital forensics, SIEM monitoring, and incident response through Lighthouse Labs Cyber Security program. Experienced in web security, system monitoring, and vulnerability analysis with a background in front-end development and IT. Passionate about threat detection, security operations, and protecting organizational systems and data.

Skills & Qualifications

- Knowledge of **Cybersecurity Principles**, including **threat detection**, **intrusion detection**, **threat hunting**, **incident response**, **malware analysis**, **vulnerability assessment**, **risk assessment**, and **network security** concepts such as **TCP/IP**, **DNS**, **HTTP/HTTPS**, **VPNs**, **firewalls**, and network protocols.
- Knowledge of **Digital Forensics**, **Endpoint Security**, and **Memory Analysis** using tools such as **Volatility Framework**, **FTK Imager**, **Autopsy**, **Magnet RAM Capture**, and **Redline** to support **SOC investigations** and **incident response** activities.
- Familiar with **SIEM**, **Security Monitoring**, and **Log Analysis** tools, including **Splunk**, **Kibana**, **Snort IDS**, and **Wireshark** for network traffic analysis, threat detection, and monitoring suspicious activity.
- Hands-on experience with **Penetration Testing**, **Vulnerability Assessment**, and security tools in **Linux** and **Kali Linux** environments.
- Understanding of **Secure Software Development** and **web application security** best practices.
- Experience with **Reverse Engineering** and **Malware Investigation** using **Ghidra** and file analysis tools.
- Knowledge of **Network & System Administration**, including **Active Directory** management, **endpoint security**, **access control**, and network traffic analysis.
- Advanced skills in developing web applications and user interfaces using **HTML5**, **CSS3**, **JavaScript**, and **React**, ensuring responsive and engaging user experiences in **WordPress**, **SiteCore**, and **CoreDNA**.
- Skilled in implementing new features and maintaining websites with tools like **Bootstrap**, ensuring modern and scalable web solutions.
- Adept at conducting comprehensive **quality assurance testing**, troubleshooting technical issues, and generating detailed bug reports for continuous improvement.
- Strong ability to lead website migrations, collaborate with cross-functional teams, and facilitate training sessions on web management tools and technical processes.

Relevant Experiences

Digital Marketing Advisor – YMCA of Greater Toronto

Toronto, Ontario

Jun 2025 – Present

- Managed end-to-end email marketing campaigns including segmentation, personalization, A/B testing, and deployment to improve engagement and click-through rates.
- Performed subject line and content testing, optimizing open rates and click-through rates
- Ensured compliance with CASL and email marketing best practices
- Managed audience segmentation and list targeting using CRM and ad platform data to deliver personalized campaigns
- Conducted A/B testing across email and ad campaigns to optimize performance
- Performed QA testing on digital assets and reported issues to ensure high-quality campaign deployment
- Managed and monitored social media campaigns and audience engagement across platforms
- Planned, launched, and optimized paid social advertising campaigns on Facebook Business Manager (Facebook & Instagram), including audience creation, creative testing, and budget management.
- Developed weekly and monthly performance reports, analyzing KPIs such as CTR, CPC, conversions, and engagement metrics to guide strategy decisions

- Managed multiple digital marketing projects simultaneously, coordinating with internal teams and stakeholders to meet deadlines
- Collaborated with marketing, design, and development teams to deliver integrated digital campaigns
- Executed and optimized SEM campaigns across Google Ads, Microsoft Ads (Bing), and LinkedIn Ads to drive traffic, leads, and conversions.
- Monitored campaign performance and KPIs, making data-driven adjustments to improve ROAS, CTR, CPC, and conversion rates.
- Conducted keyword research, ad copy development, and bid strategy optimization for search and display campaigns
- Tracked and analyzed marketing data using analytics and reporting tools (e.g., Google Analytics, ad platform dashboards)

Front-End Developer – YMCA of Greater Toronto

Toronto, Ontario

Feb. 2023 – Apr. 2024

- Ensured the YMCA websites adhered to Accessibility for Ontarians with Disabilities Act (AODA) standards, enhancing accessibility and compliance for all users.
- Spearheaded the creation of new web pages for campaigns and programs, which enhanced user engagement and information accessibility by 13%.
- Led CMS migration from Sitecore to CoreDNA, collaborating with cross-functional teams to ensure seamless transition and improved website performance
- Built and optimized landing pages and website components to improve user engagement and conversion rates
- Applied web security best practices to safeguard client data and strengthen the overall integrity of the site.
- Conducted usability testing sessions to gather user feedback, improving the user experience and functionality of web applications by 18%.
- Implemented advanced SEO strategies, resulting in improved search engine rankings and increased organic traffic.
- Developed robust security measures to prevent unauthorized access, ensuring the confidentiality and integrity of client data.
- Leveraged SmartSheet and Monday.com to manage QA workflows, track and report bugs, and coordinate with cross-functional teams to ensure high-quality and timely deployment of digital campaigns and website updates.
- Facilitated training sessions on website management tools and email campaign setups, empowering team members with essential skills.

Front-End Engineer - Peace of Mind Afghanistan

Kabul, Afghanistan

Oct. 2019 – Aug. 2021

- Developed an interactive website that increased traffic by 45%, enhancing user engagement through dynamic content delivery.
- Designed and implemented maintainable, modular components for efficient future development.
- Proactively collaborated with design teams and project managers to ensure efficient project delivery within deadlines.
- Enhanced website performance through optimization techniques, improving load times and user experience.
- Integrated third-party APIs to extend the functionality of the website, providing users with more comprehensive services.
- Led usability testing sessions to collect user feedback, enhancing the overall user experience and functionality of web applications.
- Integrated feedback from UX testing to refine interface elements and improve user satisfaction.

Web Developer/Digital Marketing Specialist - Impassion Afghanistan

Kabul, Afghanistan

Jun. 2015 – May 2016

- Managed the maintenance and updates of four internal project websites while collaborating with departments to develop client websites from inception to completion.
 - Created custom WordPress sites with advanced features such as Custom Post Types and Advanced Custom Fields, enhancing functionality.
 - Diagnosed and resolved critical client website issues using modern technologies, reducing downtime by 25%.
 - Provided comprehensive training to over 40 trainees on internal web functions, empowering them to independently manage updates and changes.
 - Utilized SEO best practices to develop and implement site enhancements, significantly improving load times and optimizing user experience across various devices.
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Education & Certifications & Achievements

Cyber Security Certificate

Lighthouse Labs

Jun. 2022 – Sep. 2022

Bachelor of Information Technology and Computer Science

American University of Afghanistan

- United States Embassy Scholar
- Faculty representative to Student Government Association

Aug. 2013 – May 2018

Aug. 2013 – May 2018

Aug. 2014 – May 2016