

# Najeeb Ahmad

## Marketing Specialist

Professional marketing expert with more than 7 years of experience working in the Healthcare, IT, Computer Software, Information Technology, Internet, Translation, and Localization industries.



najeeb.ahmad.a@gmail.com

03224406152

Lahore, Pakistan

linkedin.com/in/najeeb-ahmad

najeeb.ahmad.a

## WORK EXPERIENCE

### Email Marketing Specialist

#### Prima Systems - BPO

05/2023 - Present

Achievements/Tools

#### Schweiger Dermatology Group

##### Campaign Management:

- Orchestrated the creation and deployment of targeted email campaigns for 110 clinics, collaborating with stakeholders and obtaining approvals from General Managers.
- Successfully ensured compliance with industry regulations, guaranteeing the delivery of legally sound and effective email communications.

##### Database Management:

- Oversaw a robust database of 1.5 million contacts, implementing segmentation strategies to enhance personalization and campaign effectiveness.
- Streamlined data management processes, contributing to improved accuracy and efficiency in email marketing initiatives.

##### Analytics and Reporting:

- Implemented robust analytics tracking for email campaigns, providing detailed insights into open rates, click rates, and conversions.
- Utilized Marketo to generate comprehensive reports, enabling data-driven decision-making and continual optimization of email strategies.

##### Strategic Deployment:

- Spearheaded the development and execution of successful strategies for launching new modules, marketing blasts, and company-wide promotions.
- Demonstrated a keen understanding of market trends, ensuring the alignment of email marketing initiatives with organizational goals.

##### Specialized Campaigns:

- Managed HR shoutout emails, contributing to a positive company culture and employee engagement.
- Designed and automated personalized birthday emails and promotions, enhancing customer loyalty and satisfaction.

##### Cross-Functional Collaboration:

- Collaborated with team members to manage gift cards, ensuring seamless integration within email marketing campaigns.

#### Prima Systems

- Lead a multifaceted marketing project for Prima Systems, encompassing SEO optimization, graphic design, and paid advertising campaigns on LinkedIn and Facebook.
- Strategized and executed SEO initiatives, resulting in a significant increase in organic traffic and visibility on search engine results pages (SERPs).
- Managed a team of graphic designers, ensuring the timely delivery of high-quality visual assets aligned with brand guidelines and marketing objectives.
- Developed and implemented paid advertising campaigns on LinkedIn and Facebook, driving targeted traffic and generating leads.

### Marketing Operations Manger

xiQ, Inc.

03/2018 - 03/2023

[Achievements/Tools](#)

- Email Marketing Strategy, Defining ICP and SCP
- Developing and implementing processes and procedures to optimize marketing operations, including campaign planning, execution, measurement, and reporting.
- Managing marketing lists, ensuring quality of data, overseeing team of email extraction. Extended the email marketing list from 56k to 210k
- Analyzing marketing data including CTA, CTR CVR and KPIs to inform decision-making and identify opportunities for optimization.
- Creating and maintaining marketing dashboards and reports to communicate performance to stakeholders.
- Overseeing the execution of marketing campaigns, including email marketing, digital advertising, content marketing, Google ads, LinkedIn Ads and events.
- Coordinating with cross-functional teams, such as sales, product, and IT, to ensure alignment on marketing initiatives.
- Aligning social media channels for company, monthly social media calendar, LinkedIn Outreach program and managing LinkedIn accounts
- LinkedIn inMails campaigns

### Social Media Marketing Associate

Truebase Technologies

01/2016 - 02/2018

[Achievements/Tools](#)

- Increase LinkedIn Followers 2x within 6 months organically.
- Strategizing LinkedIn outreach including connection request and further communication.
- Aligning LinkedIn outreach with ongoing marketing emails.
- Planning and scheduling weekly social media calendar.

### Content Writer

Estrell Consultants

01/2013 - 12/2015

[Achievements/Tools](#)

Worked as academic writer at Estrell Consultant  
My job was to write research papers and articles for the clients.  
I have been writing on different subjects

- Marketing
- Computer Technologies
- Business Management
- English literature

### Academic Writer

2Base2

01/2011 - 12/2012

[Achievements/Tools](#)

Worked as academic writer at 2Base2, a software house. My job is to conduct research on topics related to technology and produce research papers and thesis. Some of the research papers I have done include:

- Empirical Evaluation
- Software Development Process Models
- Cloud Database
- Enterprise Application Architecture
- Database as a Service
- Unified Process
- Process Models
- Cyber Forensics

# Najeeb Ahmad

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3/3

## Education

Masters of English Literature & Linguistics

2019 - 2011

## Skills

B2B Marketing

Marketing Automation

Email Marketing

SEO

Social Media Marketing

Influencer Marketing

Content Marketing

Social Media Paid Ads

LinkedIn Ads

Google Ads

## Certifications



AI - Powered Performance Ads

June 2023



Google Ads - Video, Display, Search, Apps and and Shopping

June 2023



Hubspot Marketing Software

March 2023



Think Outside the Inbox: Email Marketing

January 2023



Inbound Marketing

January 2023



Attract and Engage Customers with Digital Marketing

December 2022



Foundations of Digital Marketing and E-commerce

August 2022



Digital product management: Modern Fundamentals

January 2022



Product Manager

July 2021