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**technical marketing manager**

eCommerce  Product Manager  Scrum Master  Growth Hacker  AI

* Certified:- Certified Scrum Master with full lifecycle digital marketing solutions with creative/technical expertise
* Technical:- Bachelor in Computer Science with software developer expertise to develop scalable digital solutions to improve revenue and profitability
* Creative:- Ad agency experience on Ideation, Branding, Market Research with brands like Verizon, Pepsi, Bank of America, MTV, and US Army to design multi-channel ad campaigns
* Media:- Technical media planning experience capable of modeling scalable insightful global media campaigns while optimizing for monetization metrics like reach, cost to acquire, lifetime value, attrition, churn
* Statistics:- Analytical experience in R on models such as Marketing Mix Modeling and Multi Touch Attribution

**Highlights**

* eCommerce:- Optimize products/campaigns for $2b+ revenue website [www.Verizon.com](http://www.Verizon.com)
* Data:- Optimized MMM and MTA models for Google client [www.Pepsi.com](http://www.Pepsi.com)
* SEO:- Placed website [www.DailyFX.com](http://www.DailyFX.com) on page 1 for Google organic search listings
* Marketplace:- Uploaded 1m+ SKU StadiumGoods shoe catalog to Chinese mobile app [www.WeChat.com](http://www.WeChat.com)
* Lead Generation:- Built 1k+ affiliate network for retail Forex broker [www.FXCM.com](http://www.FXCM.com/)
* Video:- Launched 3m+ subscriber online YouTube channel for [www.Reuters.com](http://www.Reuters.com)
* B2B:- Launched IT service subscription products for printer manufacturer [kmbs.KonicaMinolta.us](file:///C:\DEV\Upwork\Faran%20Irfan\kmbs.konicaminolta.us)
* Marketing Automation:- Developer for HubSpot workflows/campaigns/pages for IT reseller [www.IronBow.com](http://www.IronBow.com)
* Email:- Ran A/B test on lists and creatives on email creatives for Microsoft [www.Xbox.com](http://www.Xbox.com)
* Subscription:- Managed $50m premium SMS mobile subscription revenue for 300m download music app Kazaa
* Content:- Built 1k+ content syndication network for content site [www.DailyFX.com](http://www.DailyFX.com)
* CRM:- Connected Salesforce via API to internal application for coworking provider [www.Convene.com](http://www.Convene.com)
* Mobile:- Managed mobile app [www.PalTalk.com](http://www.PalTalk.com) 7m users, $2m/month subscription revenue
* Scrum:- Managed cross functional 20+ team inclusive of developers/designers for ad agency Atrinsic
* Technical:- Software development experience on platforms like R, ATG, Oracle, Java, C, SQL
* AI:- Build LLM ChatBot using BotPress and Rasa
* B2C:- Managed 3m+ SKU catalog for website [www.Partzilla.com](http://www.Partzilla.com)

**Experience**

**OneWerx  New York, NY  7/2017 – Present**

**Marketing Manager**

Develop scalable creative technical digital solutions for digital agency [www.OneWerx.com](http://www.OneWerx.com) clients.

* E-Commerce: - Optimize product feeds on WeChat/TMall/eBay/JD.com for retailer [www.StadiumGoods.com](http://www.StadiumGoods.com)
* Ads: - Build website, Facebook/Adwords/Instagram ad campaigns for [www.SuntuitySolar.com](http://www.SuntuitySolar.com)
* NonProfit: - Build dashboard to track 1k+ advertising agency members participation of [www.AAAA.org](http://www.AAAA.org)
* Taxonomy: - Created taxonomy of 10k+ products for semi-conductor manufacturer website [www.Marvell.com](http://www.Marvell.com)
* Medical:- Setup and integrate Lab Information System for medical laboratory [www.P23Labs.com](http://www.P23Labs.com)
  + Project Manage:- Custom project management dashboard in Node.js and SalesforceAPI for [www.Convene.com](http://www.Convene.com)
  + Search:- Configured Apache Solr for [www.Kazzam.com](http://www.Kazzam.com/) to aggregate party vendors to plan children parties
  + B2B:- Designed website and inbound leads multi-channel marketing program for [KMBS.KonicaMinolta.US](file:///C:\DEV\Upwork\Faran%20Irfan\kmbs.konicaminolta.us)
  + CI/CD:- Configure Jira/GitHub/Jenkins software build pipeline for [www.Ford.com](http://www.Ford.com)
  + Email:- Optimize promotional email campaigns for ~1B list size for [www.XBox.com](http://www.XBox.com)
  + Video:- Launched YouTube channel for global news publisher [www.Reuters.com](http://www.Reuters.com)
  + HubSpot:- Built landing pages, campaigns, dashboards for Government IT vendor [www.IronBow.com](http://www.IronBow.com)
  + SEO:- Optimized on-page/off-page organic search for website [www.Verizon.com](http://www.Verizon.com)
  + Web:- Optimize business internet offers on website [Business.Comcast.com](file:///C:\DEV\Upwork\Faran%20Irfan\business.comcast.com)
  + CDP:- Aggregate third party data from various sources for business loan provider [www.FundKite.com](http://www.FundKite.com)
  + GTM:- Custom cookie writing JavaScript code in Google Tag Manager for pharmaceutical [www.Catalent.com](http://www.Catalent.com)
  + B2C:- Optimized Google Product Feed for [www.Partzilla.com](http://www.Partzilla.com)

**Paltalk  New York, NY  1/2017– 7/2017**

**Marketing Manager**

Lead digital marketing initiatives for portfolio of 7 million MAU (Monthly Active Users) on Chat and Dating apps.

* + Manage:- Supervise team of 7 internal marketing staff and media agency vendor partners.
  + Budget:- Allocate $300k/month media spend across Search, Social, Display, Affiliate.
  + User Acquisition:- Approve, negotiate, test direct media offers for in-house mobile apps.
  + Social:- Grow aggregate social spend to $100k+/month on Facebook and Pinterest.
  + Programmatic:- Test ad networks and placements to monetize waterfall and header bidding on display $200k+/month from partners like Pubmatic, Mopub, Smaato, Casale.
  + Subscription:- Monitor user journeys to track and optimize churn in $2m/month revenue customer lifecycle.
  + Video:- Launch video campaigns on Facebook and YouTube.
  + Organic:- Push internal websites [www.Paltalk.com](http://www.Paltalk.com/) to Google Page 1 for keyword “video chat”.

**Google  New York, NY  6/2015 – 1/2017**

**Global Insight Manager**

Brainstorm, identify, develop and refine custom integrated data driven global business opportunities and marketing plans for large $100m+ key global clients like Pepsi Beverages, Pepsi Snacks and Mars Foods.

* + Architect:- Developed scalable global digital solutions to optimize advertising expenditure and maximize use of Google products such as Search, Video, Display, Programmatic, Email, and Mobile.
  + Insights:- Mined keyword Google data with R to identify trends and build custom insights for key brands to improve global marketing campaigns
  + Analysis:- Extracted brand specific and market analysis insights from competitor and industry trends to media auction dynamics.
  + Experiments:- Planned and conducted media experiments to determine reach, creative, conversion metrics.
  + Plan:- Developed integrated research based global online marketing mix model (MMM) plans.
  + R:- Built statistical models to analyze brand media data.

**Verizon  Warren, NJ  9/2013 – 6/2015**

**Technical Marketing Manager**

Launched new Big Data project to assemble, analyze, and publish $2b+ [www.VerizonWireless.com](http://www.VerizonWireless.com/) performance and Marketing campaign data across all media, hosting and analytics vendors.

* Platform:- Built an Oracle data warehouse to collect data from reporting platforms as Omniture and back office customer data warehouse.
* Media:- Included media data for TV, Search, Display, Print, Radio ad campaigns from external agencies like VMOne, Performics, AdAsia, AV&Co.
* R:- Conducted statistical analysis with R using techniques such as Clustering and Segmentation.
* SharePoint:- Published 200+ graphs reporting dashboard in SharePoint.
* Funnel:- Mapped online customer journey to assign attribution and monitor critical data touch points.
* KPI:- Tracked customer metrics such as Visits, Orders, Upgrades, and Churn.
* Model:- Created revenue prediction models based on machine learning in R.

**Bank of America  New York, NY  5/2012-9/2013**

**Technical Project Manager**

Managed campaign tracking and reporting for [www.BankofAmerica.com](http://www.BankofAmerica.com) digital marketing programs, including for subsidiaries such as Merrill Lynch, US Trust, CashPro.

* SharePoint:- Built tracking dashboards to monitor client project plans, KPIs, checkpoints, and goals.
* Workflow:- Automated data collection for media reports.
* Data:- Built tracking dashboards to monitor Search/Social/Email marketing campaigns.
* Model:- Added MMM/MTA models to dashboards for analytics.
* Google:- Optimized keywords and landing pages for campaigns.
* Social:- Enabled retargeting campaigns on Facebook.

**FXCM  New York, NY  4/2007 – 4/2012**

**Marketing Manager**

Led online Forex news website [www.DailyFX.com](file:///C:\DEV\Upwork\Faran%20Irfan\www.DailyFX.com) to become the largest lead source for retail Forex broker [www.FXCM.com](http://www.FXCM.com/), doubling the account volume to 550+ new live trading clients per month.

* Content:- Built custom CMS to guide daily news content by 12+ currency analysts for news topics and keywords,
* SEO:- Optimize natural organic search campaigns to 4M+ unique monthly visits.
* Video:- Grew video YouTube channel with daily analyst videos to 21K subscribers and 1.5M views.
* Social: Integrated social trading charts by TradingView for all tradable instruments.
* International:- Expanded content to Japanese, Chinese, French, and German.

**Atrinsic  New York, NY  4/2001 – 4/2007**

**Product Manager**

Led strategic mobile initiatives for $72M+ NASDAQ listed digital advertising agency. Directly managed and supported a cross functional team of 50+ developers, designers and planners, leading all initiatives from strategy and media, to technology. Produced, maintained, and optimized websites and online campaigns on ad network of 25M+ unique visitors per month, $3M+ monthly mobile/credit-card recurring subscription.

* Kazaa:- Managed mobile revenue for 300m user music download app
* Clients:- Movie Studios Paramount/MGM Studios/Universal, TV Networks Viacom/ESPN/BET/MTV/KCAL, LA Lakers, US Army, Warner Music, Yahoo/Overture Search Ads, Dada Mobile, GroupLotto

**McFadyen** ** New York, NY  10/1996 – 4/2001**

**Java Developer**

Led engagements for Oracle ATG e-Commerce integrator [www.McFadyen.com](http://www.McFadyen.com/). Customized ATG Dynamo Application/Personalization/E-Commerce modules.

* Clients:- - [www.Rhodia.com](http://www.Rhodia.com), [www.AppliedMaterials.com](http://www.AppliedMaterials.com), [www.GEPower.com](http://www.GEPower.com), [www.Total.com](http://www.Total.com)

**Micro Focus** ** Columbia, MD  6/1994 – 10/1996**

**C Developer**

Database developer for IBM DB/2 compatible XDB (subsidiary) of [www.MicrcoFocus.com](http://www.MicrcoFocus.com/)

* Java:- Authored JetConnect, a pre-JDBC database connection driver in Java for IBM-AIX, HP-UX, Sun-Solaris.

**Education**

**University of Maryland at College Park, City, MD -** *Bachelor of Science in Computer Science - GPA: 3.3/4.0*

**Agile** - *Certified Scrum Master (CSM) - #*438503

**SKILLS**

**Programming**: C, Java, Python, HTML/CSS, JavaScript, Node.js, SQL  
**Database**: MySQL, MongoDB, Microsoft SQL Server, Snowflake  
**Web Analytics**: Google Analytics, Google Search Console, Google Tag Manager  
**Version Control**: Git, GitHub  
**Mobile App Marketing**: MixPanel, Segment  
**Cloud:** AWS, Google Cloud Platform, Azure  
**Project Management:** JIRA, Trello, Asana, Airtable, Monday  
**Data Visualization:** Tableau, Power BI, Google Data Studio, Looker  
**Marketing Automation & CRM**: HubSpot, Salesforce, Marketo, Adobe  
**A/B Testing**: Google Optimize, CrazyEgg  
**Ads**: Google Ads, Facebook Ads, LinkedIn Ads  
**CDP**: Segment, DnB  
**Email**: SendGrid, Constant Contact, Exact Target  
**SEO**: SEMrush, Ahrefs, Moz  
**CMS**: WordPress, SharePoint, WorkFront  
**E-commerce**: Magento, Shopify, WooCommerce  
**API:** Postman, Zapier, JSON  
**Affiliate**: Commission Junction, HasOffers  
**CI/CD**: Jenkins  
**UX/UI**: Figma