



Hameed Arshad

Associate Member of the
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Marketing (ACIM)

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Summary →

I create and implement Digital Growth Frameworks for emerging and traditional products & markets and build campaign models that explain how products grow into scale. I build organised testing and experimentation programs and justify experiments. I identify and scale new and existing acquisition channels.

I believe marketing is built on the philosophy of iterative learning, the systematic optimisation and incremental increase of acquisition, retention, and lifetime value of paying customers. This process allows me to discover which methods work and, equally as important, which don't.

Skills →

Strategic Planning

Search Engine Optimization

Search Engine Management

PPC

Product Management

Key Accounts Management

Channel Growth Management

New Market Development

Affiliate Marketing Programs

Stakeholder Interests' Retention

Project Management

Marketing Strategies

Agile Methodologies

E-commerce Management

Team Leadership and Training

User Experience Marketing

Reacquisition

Work Experience →

School of Business & Management

Growth Marketing Manager & Head of Natural Search

May 2022 - Present

📍 Dubai, UAE

Description

- Coordinate strategy and implementation of all Paid and Organic media campaigns
- Also lead creative and user experience design and implementation
- I report directly to the Managing Director (Operations)
- I work closely with Head of Technology & Innovation
- I manage all marketing initiatives and I am solely responsible for all things acquisition(enrollments), revenue, retention and referral.
- Communicate learnings and insights learned through campaigns across the team.

School of Business & Management

Head of Performance Marketing

Jan/2021 - May/2022

📍 USA

Description

- Actively manage, implement and scale user acquisition campaigns against established objectives and budgets across multiple channels. Focus on growing active users and maximising ROI.
- Dropped CAC by 10% MOM to reach a 65% profit margin.
- Facilitated & led the implementation of a joint partnership (JPP) agreement with Facebook.
- Facilitated and implemented all JTBD.
- Facilitated business partnerships across Africa and GCC
- Deep data analysis of campaign performance looks into key metrics, identifies the largest areas for improvement, and implements strategies to capitalise on these opportunities.
- Identify and implement new growth channels.
- Test and optimise a variety of social channels, including Facebook, Twitter, Instagram, DV360, Contextual DSPs and more
- Manage human and monetary capital allocation helping channel level team leads to understand campaign drivers and how to effectively manage user and metric expectations.
- Performing data analysis and building data-driven reports.
- Led joint partnership agreement with Facebook totalling \$30 Million quarterly.
- Lead marketing operations, campaign strategy and optimisation for Customer Growth programs and initiatives
- Define the key marketing priorities and KPIs with the product team. Define insights, hypotheses and roadmap of testing and a market priority across the EMEA.
- Led the strategic development of the EMEA growth Innovation strategy.
- Work with the Technical and UX team to develop a comprehensive user architecture.
- Establish a marketing plan detailing our strategy to drive new users across channels
- Build and run customer acquisition channels - key channels include PPC, Socials, Email, Affiliates and SEO.
- Consistently evaluate and refine acquisition channels to ROAS and retention over customer LTV (LifeTime Value)
- Effectively oversaw all promotions, including creative and offer selection.
- Successfully scaled business growth across all regions per global objective.
- Supervised offer strategy for all marketing initiatives involving region-specific third-party merchant offers.
- Delivered near-instant feedback on marketing initiatives as research panel administrator for the performance marketing team. Increased affiliate revenue by 280% in 5 Months. Consistently achieved revenue goals every month, bringing in more revenue than the rest of the department combined.
- Managed and implemented all Digital Marketing processes across all three regions.
- Led the highest-performing campaign with a 25% open rate and average daily sales.
- Directed a project to overhaul search experience with third-party vendors.
- Facilitated new positioning by managing quantitative and qualitative research for brand campaigns. Generated more stickiness for daily unique visitors.
- Boosted programmatic conversion on a 1% Week on Week and 5% every 4 Weeks model for 5 months
- Developed deep experimentation processes and used learnings to drive actions on several stages in the funnel

School of Business & Management

Digital Marketing Manager

Mar/2020 - Jan/2021

📍 South Africa

Description

- Performance Marketing - Generating relevant leads by ideating, launching and optimising campaigns/ads across Google Ads, Facebook Ad Manager, LinkedIn Campaign Manager, Criteo, Eskimi and other channels. Also

responsible for building and managing landing pages for all campaigns.

- Effectively managing brand communication and digital reputation.
- Led and managed a large outsourcing team, including coders, user interface designers, project managers, writers, and PPC experts.
- Coordinated all digital and performance marketing plans in Nigeria, UAE, India and United Kingdom.
- Effectively led a team of marketers, designers, and content developers to achieve a 200% ROI in 2 months.
- Conversion Optimizations - Ensuring the best conversion rate at the lowest possible cost across paid media channels and landing pages.
- Identified & Managed Partnerships with the marketing team, multiple product vendors, and web development company to market.
- Driving the strategy and operative management of channels like paid search, social ads, display, SEO and affiliate marketing
- Collaborate with Marketing, Finance, Product, and Tech to troubleshoot and optimise app traffic
- Report channel performance weekly to the marketing team and account management, forecast monthly response volume and budgets
- Manage, set up, execute and analyse a portfolio of paid media campaigns with the goal of driving cost-effective, high-quality app installs while managing a budget and KPI
- Regularly review and manage key marketing strategies with Google, Facebook, etc.
- Collaborate with the team to drive App Store Optimization (ASO) organic/keyword traffic in i-Store and the Play Store. Also, manage custom banners that help drive app traffic from MSBM's mobile-responsive blog (blog.msbm.org.uk).
- Develop engaging, impactful, and relevant creative while digitally optimising them across all relevant platforms. Work with internal and external teams to test advertising and landing page creativity.

School of Business & Management

Digital Account Manager (PPC, Paid Social, SEO)

Jan/2019 - Jun/2020

📍 Central Africa

Description

- Designed and led a new lead-generation website project (www.msbm.org.uk) from the ground up, resulting in a 121% lead-form submissions increase month over month
- Created and managed a variety of Facebook campaigns across multiple ad accounts.
- Collaborated with Facebook account management officers to scale performance and implement best practices.
- Transformed campaigns using Facebook best practices in budget allocation (CBO) and placements (Automatic Placement).
- Led all SEO initiatives to maximise results while staying within search engine guidelines.
- Integrated organic efforts closely with paid search, paid social and web UX.
- Responsible for optimising the main site to generate high traffic and earn high revenue through Organic Search Traffic.
- Leading Projects to design and create landing pages to increase conversions via Organic Traffic
- Creating Web Analytics reports to identify and analyse data trends to generate online strategies to drive more traffic and increase online conversions.
- Performing Conversion Rate Optimization by evaluating website landing pages and content and identifying opportunities to improve conversion rates
- * Identifying Trends and Keywords to help increase organic ranking
- Reduced ad saturation, increased audience size using detailed targeting, increased campaign performance, and reduced average results (cost per lead).
- Customising and creating Data-driven dashboards and reports for senior management showcasing top digital channels with bookings and revenue information.

- Developed a new Paid Search strategy and directed execution of PPC campaigns that resulted in 109% improvement in paid search traffic and 151% improvement in conversation rate year over year.
- Manages digital budgets and improves the performance of Paid Search advertising and organic search traffic.
- Utilises A/B testing and multivariate analysis to improve the conversion rate of website visitors.
- Managed a \$25,000 budget for various lead generating programs
- Manage and grow performance activities in PPC, demand-side platforms (DSPs) and Affiliate networks
- Manage marketing budget and forecast to deliver efficient return on investment
- Work closely with other digital marketing team members to ensure strategies are in line with other channels
- Identify opportunity areas for organic growth and optimisation
- Communicate learnings and insights learned through campaigns across the team.

Education →

Sl. No.	Course	Institution	Duration/Year
1.	B.sc Economics	African University	2012 - 2016
2.	Professional Diploma - Content Marketing	Indian Institute	2020

Communities/Events/Mentorships →

1. CIM – Associate Member
2. CXL – Product Analytics Program

Certification & Licenses →

- Microsoft: Bing Ads
- HubSpot: Technical SEO, Content Marketing

Languages

English

Personal Details

Nationality: USA

Current Address

Dubai, United Arab Emirates

Permanent Address

USA