

ANNUS REHMAN

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Seasoned digital marketing leader with over 15 years of experience developing and executing data-driven strategies that drive measurable growth across SEO, SEM, paid media, email, and website experience. Proven success managing multimillion-dollar digital budgets and leading high-performing teams in complex, high-growth environments. At Meta, led global performance marketing initiatives that drove over \$300M in incremental revenue through full-funnel optimization, segmentation, and cross-channel alignment. At Evercommerce, implemented a unified digital marketing framework that delivered a 9% YoY revenue increase through SEO enhancements, website UX optimization, and lifecycle automation.

Expert in managing cross-functional marketing teams, overseeing vendor partnerships, and aligning digital initiatives with business goals. Deep experience with platforms including Google Ads, GA4, Tag Manager, and marketing automation systems to inform decision-making and continuously improve campaign effectiveness. Skilled in website development oversight, from UI/UX optimization to analytics implementation, with a track record of turning digital ecosystems into engines of acquisition, engagement, and retention.

Education:

- MBA, Marketing – Institute of Business Administration (University of Pennsylvania, Wharton Affiliate)

Experience:

Head of SEO, UX & Web, Evercommerce – Houston

Jan 2025 – Jun 2025

Global invoicing, HFS, property care and security software development company.

Led the digital strategy, go-to-market plans and multi-channel acquisition, engagement and retention campaigns. Owned the functional teams, strategic cross-functional projects and agency management.

Major Achievements

- Spearheaded a data-driven integrated marketing strategy that increased e-commerce sales for core brand and solution pillars, by strengthening digital experience. Increased awareness by 30% and revenue by 9%.
- Partnered with cross-functional teams to launch new products and drive trials. Led the launch strategy, brand positioning and messaging architecture—spanning all major touchpoints—lifting subscriptions by 7%.
- Led targeted paid customer acquisition campaigns via Meta and Google, leveraging audience segmentation to craft high-impact paid media, social, and web strategies that boosted customer acquisitions by 14%.
- Crafted a robust SEO-driven content strategy mapped to the buyer journey, leveraging big rock content and research assets (e-books, whitepapers, case studies, blogs) to increase MQLs by 33% and SQLs by 8%.
- Grew sales by 17% through robust reporting dashboards, providing actionable insights from industry trends, competitive positioning, and customer expectations, to guide data driven decision-making.

Global Marketing Manager, Facebook (Contract) – Houston

Nov 2022 – Nov 2024

One of the largest global social media companies with revenue of \$164B.

Led comprehensive digital marketing strategy, demand generation and growth marketing campaigns. Managed agency partnerships, oversaw paid media strategy, and leveraged data-driven insights.

Major Achievements

- Partnered with cross-functional teams to launch performance marketing initiatives that fueled awareness, accelerated adoption, and enhanced enablement—driving \$300M in revenue and generating 35,000 leads.
- Launched targeted organic marketing, paid media and content marketing campaigns in 33 global markets. Delivered a 31% revenue lift and 6X increase in clicks, driving revenue throughout the customer lifecycle.
- Pioneered the first-ever real-time CRM marketing campaign. Led cross-functional teams in developing the capability, use case, and creative elements, resulting in a remarkable 65% customer engagement.
- Rolled-out personalized email and search engine marketing campaigns enhancing customer onboarding and increasing product adoption. Achieved 2.8% unique CTR (+47%) and 11% ROI for campaigns.
- Developed a top notch product roadmap focused on segmentation and customer journey stages, managing the full product lifecycle from ideation to launch and driving a 4% increase in revenue.
- Created dynamic dashboards that tracked real-time marketing insights, focusing on performance metrics such as CAC and LTV that facilitated proactive strategy adjustments and optimize campaign performance.

Director SEO & Content, CyberRiskAlliance – Houston**Mar 2022 – Sep 2022***Business intelligence and information service company in the cybersecurity industry.*

Guided digital channel strategy, optimized marketing campaigns, managed website integration, implemented marketing automation tools, lead forecasting and stakeholder management.

Major Achievements

- Developed an inclusive portfolio product marketing plan covering the entire user journey. Achieved a 13% revenue increase through strategic planning, product upgrades, and bundled solutions.
- Partnered cross-functionally with Sales, RevOps, and Product Marketing to align website content and sales enablement tools, enhancing lead scoring, quality and pipeline. Achieved a 12% pipeline growth.
- Implemented SEO-driven content enhancements that improved the UX optimization, engagement and CRO, leading to a 19% increase in average session duration and a 10% decrease in bounce rates.
- Engineered social selling strategies through targeted content creation, curation, and distribution, driving 30% sales growth during device launches by converting followers into qualified leads.
- Managed 9-dashboards and scorecards including search metrics, data-driven insights and competitor analysis. Increased sales by 4% through new insights, emerging trends and revenue opportunities

Global Marketing Lead, Akamai (Contract) – Houston**Jul 2021 – Feb 2022***\$4B global SaaS, cybersecurity and cloud computing software development company.*

Spearheaded full-funnel optimization initiatives including lead nurturing, upsell/cross-sell motions and win-back campaigns. Owned the day-to-day campaign effectiveness, market trend research and experimentation.

Major Achievements

- Achieved a 30% revenue increase and 8% customer acquisition growth through compelling product positioning, successful marketplace product launches, and integrated digital marketing campaigns.
- Spearheaded a user-centric website strategy, increasing user conversion rate by 11% through comprehensive A/B testing, optimized landing page experiences, and streamlined portfolio initiatives.
- Orchestrated a comprehensive SEO strategy and led a complete web design, significantly improving website authority by 83% while optimizing site architecture, user interface (UI), and customer marketing.
- Designed an inclusive content marketing plan to enhance cohesive messaging and grow signups. Doubled YouTube and LinkedIn followers, tripled engagement rates, and amplified website traffic by 2.5 times.
- Unleashed a global SEO transformation, rocketing international website performance issues by 29%, keyword rankings by 55%, and user experience (UX) by 60% through localization and relevance.

SEO Marketing Manager, Verizon (Contract) – Basking Ridge**Apr 2019 – Jul 2021***One of the largest global telecommunication companies with revenue of \$140B.*

Led digital strategy, content development and SEO optimization. Orchestrated own and cross-functional teams (Creative, Product Marketing, Paid Search, Social, PR) driving business growth.

Major Achievements

- Owned the website roadmap driving a 12% net revenue growth through a comprehensive web experience strategy, content hubs, optimized product pages, and topnotch conversion improvement programs.
- Launched 12 high-profile products, including the iPhone 11 series, iPad Pro, Samsung S20, and LG ThinQ. Achieved a 10% increase in new product sales through effective pre- and post-launch execution.
- Led end-to-end integrated marketing campaigns, from initial concept to the final execution, ensuring consistent unified brand messaging and brand positioning; boosted audience engagement scores by 6%.
- Skyrocketed organic channel revenue by 8% through a best-in-class SEO strategy. This included SEO content, simplified website architecture, and impactful page features based on UX/UI principles.
- Accomplished +15MM monthly clicks and 200MM impressions through SEO content development plans. Pioneered keyword focused category pages, lead generation landing pages and curated product catalogs.
- Championed product management driving 41% channel sales growth across web and app channels through unrivalled product catalogs, new product launches, and cross-selling and upselling strategies.
- Wielded a data powerhouse (Google Analytics, Salesforce, Google Data Studio) leveraging analytical tools and programs through MarTech stack (HubSpot, Marketo, SEMrush, Ahrefs, and Google Tag Manager).

Director SEO & Web Experience, JadeMoghul Inc. – New York**Jan 2017 – Apr 2019***Global e-Commerce company in leading B2C industries.*

Led marketing strategy, website management and content management systems (CMS). Managed marketing resources (budget, teams and vendors) attribution modeling and customer data platform (CDP).

Major Achievements

- Increased sales by 25% annually by launching a globally SEO-optimized website featuring over 100 brands. Redesigned the website, incorporated engaging content, and introduced customer-centric product pages.
- Unlocked +15% revenue and +3% conversion rate with a unified ad strategy. Crafted cohesive Display, social media (Facebook, Instagram, LinkedIn), affiliate marketing and influencer campaigns.
- Executed a complete user generated content (UGC) strategy, launching affiliate, influencer and partner marketing campaigns increasing social shares by 40% and growing a loyal following of over 55,000 users.
- Scaled multi-channel automated personalized retention programs. Initiated cart abandonment, 1-step checkout, customer lifecycle and customer satisfaction reviews for +45% user growth.

Marketing Manager, SCA Americas – Philadelphia**Apr 2013 – Dec 2016***A global leader in personal and health care products with revenue of \$15Billion worldwide.*

Developed brand awareness strategies, led campaign development, marketing budget management, marketing analytics and project management.

Major Achievements

- Built TENA US and Canada websites by building the best-in-class UX/UI design, SEO web optimizations, and digital design languages with digital ADA compliance. Decreased time to sales by 35%.
- Transformed content into a strategic driver for omnichannel marketing, crafting segmentation, creative campaigns, and promotions across retail, display, and email marketing. Secured a 7% growth achievement.
- Created delightful brand marketing material for advertising, paid media, and website updates, spearheading a comprehensive multi-channel content partnerships that fueled a 12% audience growth.
- Owned technical SEO driving site audits, error management, crawl budget, page rendering and indexation. Guided web developers and designers in flawless CSS, JavaScript, jQuery and HTML execution.

Senior Marketing Manager, Loblaw Companies Inc. – Toronto**Mar 2011 – Apr 2013***Loblaw is the largest Canadian big-box retailer with revenue of more than \$30Billion.*

Unified organic and paid search. Led UI, user behavior and engaging website experiences for growth.

Major Achievements

- Crafted the business strategy, driving a 13% sales growth and \$20M in incremental revenue. Implemented website technology features, technical SEO fundamentals and content marketing roadmaps.
- Spearheaded the content creation on social media platforms (Facebook Ads, YouTube, Pinterest) and Google Ads campaigns, leading to 22% sales growth and a 14% growth in customer loyalty rates.
- Orchestrated digital marketing campaigns and promotions, crafting data-driven strategies (brand messaging, business case, A/B testing, multivariate testing) to unlock 10-15% ROI.

Marketing Director, Groupe Danone – Toronto**Dec 2009 – Feb 2011***Danone is a top Fortune-500 company with revenue of \$21Billion.*

Led business expansion, crafting portfolio vision, campaign management, analytics and product development.

Major Achievements

- Built the strategic business strategy plan with SWOT elements and aligning the OGSM. Launched the collaboration theme 'One Team – One Dream.' Achieved 3-straight annual stretched profitability results.
- Commanded global marketing strategies for flagship portfolios, resulting in a 5% market share growth and successful implementation of new brand positioning through integrated marketing programs.
- Established integrated marketing campaigns spanning mass media, digital channels, and shopper marketing; yielded noteworthy +7MM impressions and propelled sales growth of key SKUs by 17%
- Sparked a 15% innovation surge by spearheading a revamped strategy and pipeline. Collaborated across functions, regions, and vendors, unlocking \$18MM in incremental NPS.