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.