

SHAZAR ROUF

+92 300 063835 · shazarhydra@gmail.com

BUSINESS OPERATIONS MANAGER

Growth-focused digital marketer with 4+ years' experience driving sales and scaling DTC brands through paid media, automation, and creative campaigns. Expert in building high-ROAS funnels, testing new growth ideas, and automating marketing ops. Certified in Meta Ads, analytics, and content marketing.

SKILLS & TOOLS

Paid Media (Meta Ads, TikTok Ads) n8n Workflow Automation Content Strategy & UGC
Funnel Building & Optimization Growth Experiments Analytics (GA4, Meta Analytics)

PROFESSIONAL EXPERIENCE

The Migration **Apr 2025- Currently working**
Growth & Automation Specialist

- Launched and validated new business ideas, leading small teams to execution stage.
- Implemented “Vibe Marketing” strategy—leveraged automation (n8n) to scale outreach and engagement.
- Built and deployed marketing automations, including:
 - Lead nurturing workflows: Auto-responded to inbound leads via WhatsApp & email.
 - Automated content distribution: Scheduled and cross-posted branded content across platforms.
 - Data syncing: Synced CRM and ad campaign data for real-time performance dashboards.
- Trained team members on n8n and workflow automation best practices.

Two spoon **Oct 2024 – Apr 2025**
Head of Performance Marketing

- Led growth marketing for 3 international DTC brands (shoes, hair care).
- Managed \$50K/month in Meta & TikTok ad budgets; achieved 4–5.5x ROAS.
- Optimized cross-channel strategy; increased agency revenue by 30%.
- Supervised 2+ media buyers 2+ graphic designers and 1 video editor; improved efficiency and client retention.

Digital Marketer (Founder, E-commerce Store) **Dec 2023 – Sept 2024**
Self-Employed

- Built and scaled a furniture e-commerce brand to Rs 2.5M sales, 5.3 ROAS.
- Conducted market research, managed end-to-end operations, and led all ad campaigns.
- Sold the business after achieving profitable growth.

Social Media Marketing Strategist
Freelancer

Feb 2023 – Dec 2023

- Increased client social following by 45% in 6 months.
 - Boosted post engagement 60% through content-led campaigns.
 - Lowered CPA by 30% using advanced Meta ad targeting.
 - Used analytics tools to grow traffic by 35% from social.
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CERTIFICATIONS

- Meta Certified Media Buyer
 - Meta Certified Marketing Analyst
 - HubSpot Content Marketing
 - HubSpot Social Media Marketing
 - University of Maryland (Online Advertising & Social Media)
 - edX (Marketing Funnels)
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References are available on request.