

# JUBAIR REHMAN

Digital Marketing & Sales Expert | Social Media Advertiser | Branding & Designing

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## SUMMARY

Marketing & Sales intelligence enthusiast with a proven ability to meet business requirements and generate \$10M+ in lifetime revenue. Skilled in crafting data-driven social media strategies to boost brand awareness, engagement, and conversions, aligning campaigns with business goals for measurable results.

## EXPERIENCE

### Digital Marketing Manager

MedifyBill LLC.

01/2024 - Present    Sheridan, WY

- Strategized, developed, and managed paid Digital Marketing across AdWords, Instagram, and Facebook with monthly budget of \$3000, resulting in about \$200000 revenue.
- Pioneered a data analytics framework that enhanced lead qualification processes, boosting sales productivity by 30%.
- Developed robust conditional email campaigns based on customer interactions with the platform that improved retention by 19%.
- Created reporting around paid marketing funnels, and leveraged this to incrementally improve the conversion rate by 80%
- Successfully aligned marketing and sales objectives with a unified operations strategy, driving a consistent 10% year-over-year growth in qualified leads.
- Established in-house knowledge of marketing content leveraged by the sales team to improve customer LTV by 28%.
- Launched SEO campaign for high volume and long-tail keywords that generated 10,000 unique visitors and 30+ cutsomers monthly

### Sales & Social Media Lead

MLthematics Inc.

06/2023 - Present    Birmingham, UK

- Developed a lead scoring system that improved the efficiency of the sales funnel, increasing the lead conversion rate by 40%.
- Directed the integration of HubSpot with existing CRM tools to provide real-time marketing analytics, enhancing decision making.
- Performed rigorous A/B testing, which improved the conversion rate of marketing landing pages across company by 150%.
- Improved on-page SEO performance, resulting in page speed improvements of 70% and increase in monthly organic traffic of 24%.
- Created top of funnel marketing assets like infographics and white papers that generated 10,000+ unique visitors, resulting in \$500000 in incremental revenue.
- Automated marketing KPI reporting using Google Analytics and Google sheets, saving rough 6 hours of manual work each week.

### Social Media Designing & Branding

Carefuge Ltd.

03/2020 - 06/2023    Doha, Qatar

- Developed and executed creative social media designs and branding strategies across multiple platforms (Facebook, Instagram, LinkedIn).
- Led the visual direction and design of social media campaigns, increasing brand recognition and engagement by 40%.
- Designed eye-catching graphics, banners, and videos to effectively communicate brand messaging and enhance user experience.
- Worked closely with content creators and influencers to produce visually compelling content that resonated with target audiences.
- Closely worked with sales leaders to forecast quarterly sales targets, leading to a 90% accuracy rate

## KEY ACHIEVEMENTS



### Sales Performance Improvement

Increased global sales effectiveness by 35% through leading the expansion of SFDC infrastructure and transforming the sales process.



### Marketing ROI Enhancement

Drove a 60% increase in marketing ROI by leading the analytics team and implementing advanced measurement and analytics platforms.



### Lead Conversion Expertise

Developed a lead scoring system that boosted lead conversion rates by 40%, significantly enhancing sales efficiency.



### Cost Efficiency Initiatives

Spearheaded cost-saving strategies that reduced operational costs by 15% while preserving service quality.

## SKILLS

Digital Marketing		Meta & Google Ads	
HubSpot	Lead Generation		
Sales Process Design		SEO & SEM	
Email Marketing		Branding & Designing	
Content Creation		Figma & Graphics	
Market Research		Market Segmentation	
B2B B2C	Customer Need Analysis		

## EDUCATION

### Associate of Business Administration

Newman University

01/2016 - 01/2020  
Birmingham, United Kingdom

## LANGUAGES

English  
Native

