

SHAMS DIN

Digital Marketing Specalist

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PROFESSIONAL SUMMARY

Highly capable 360 Digital Marketing Specialist with extensive experience and a history of scaling businesses through creative problem solving and data-driven marketing strategies with AI and automation. Helped multiple businesses in increasing ROI by 10x and omni-channel approach for on-trend marketing campaigns.

PROFESSIONAL EXPERIENCE

Senior Digital Marketing Manager

12/2022 - Present

Delta International Recruitment Agency - Rawalpindi, Pakistan

- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns.
- Identify trends and insights, and optimize spend and performance based on the insights.
- Design, build and maintain our social media presence.
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs).
- Brainstorm new and creative growth strategies.
- Plan, execute, and measure experiments and conversion tests.
- Evaluate emerging technologies and provided thought leadership and perspective for adoption where appropriate.
- Collaborate with internal teams to create landing pages and optimize user experience.
- Instrument conversion points and optimize user funnels.
- Collaborate with agencies and other vendor partners.

Digital Marketing Manager

08/2020 - 12/2022

NiccoDk - Islamabad, Pakistan

- Presenting and demonstrating company products and services to current and potential clients.
- Generating leads by sending emails/cold calls based on business databases.
- Coordinating company staff to accomplish the work required to close sales.
- Served as the Digital Marketer for ten active Client programs and leveled up revenue by 20%.
- Identified clients' needs in order to recommend the most effective products based on the individual project budget.
- Led a team of 4 marketing associates to collaborate with cross-functional teams and customers to create, optimize, and report on the website, email, and social media ad content.
- Managed marketing content for social media, reporting activities and results to brand management team.

Digital Marketing Lead

10/2020 - 05/2021

Softier - Islamabad, Pakistan

- Presenting and demonstrating company products and services to current and potential clients.
- Generating leads by sending emails/cold calls based on business databases.
- Coordinating company staff to accomplish the work required to close sales.
- Served as the Digital Marketer for ten active Client programs and leveled up revenue by 20%.
- Identified clients' needs in order to recommend the most effective products based on the individual project budget.
- Led a team of 4 marketing associates to collaborate with cross-functional teams and customers to create, optimize, and report on the website, email, and social media ad content.
- Managed marketing content for social media, reporting activities and results to brand management team.

Alef Education (Hybrid) - Abu Dhabi, United Arab Emirates

- Planning and Advertising LMS for the large radius of students and generating leads.
- Investigated and managed technical issues for Assurance of the best system performance.
- Oversaw end-to-end development/testing of system and reporting to HR with marketing initiatives and cost to lowest, which led to increased revenue for the company.
- Created and published necessary forms into digital documents that increased efficiency by 16%.
- Collaborated with the marketing director to build marketing content calendars and budget, coming under budget for 85% of all projects.
- Analyze data and metrics to create weekly and monthly reports on web traffic, user engagement, and ROI.

Search Engine Optimization Specialist

04/2017 - 11/2017

Webscare - Sargodha, Pakistan

- Recommend website changes to improve target keyword rankings, while tracking keywords and developing strategies to boost organic search visibility.
- Work with the development team to ensure SEO best practices are properly implemented on newly developed code.
- Conduct full-scale SEO audit (technical, on-page, and off-page) on both mobile and desktop website versions to provide recommendations for improvement in key areas.
- Execute link building campaigns through the creation and promotion of linkable assets, outreach, and submission-based link building.
- Implement local and international SEO techniques across local (Google My Business listings) and international websites.
- Manage social media accounts and strategies to boost brand awareness and engagement using tools like Hootsuite or Buffer, while contributing creative content ideas.

SKILLS

BRAND MANAGEMENT	UI/UX IMPROVEMENT	CONTENT STRATEGY	CRM AUTOMATIONS
LEAD GENERATION	PERFORMANCE MARKETING	FUNNEL BUILDING	MEDIA BUYING
SEO / SEM	AEO / LLM OPTIMIZATION	SOCIAL MEDIA MARKETING	STRATEGY BUILDING

EDUCATION

Bachelor of Science in Computer Science Virtual University - Sargodha, Pakistan	01/2023 - On Hold
Diploma in Marketing and Digital Media Virtual University - Sargodha, Pakistan	03/2014 - 08/2015
Web Development & Designing Certification King I.T Center - Sargodha, Pakistan	01/2016 - 07/2016

PROFESSIONAL CERTIFICATIONS

Digital Marketing & E-commerce Professional Certification	Google Learning
Digital Marketing Certification	HubSpot Academy