

SHAMS DIN

Digital Marketing Specialist

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

09/2025 - Present

Sana Al Naseem Cleaning Services - Saudi Arabia (Remote)

- Developed and executed a full-funnel digital marketing strategy across SEO, paid social (Meta Ads), and Google Ads to generate qualified B2B and B2C leads for cleaning service packages.
- Scaled organic traffic through on-page and programmatic SEO, resulting in improved local search visibility across Saudi Arabia and UAE markets.
- Built and maintained the company’s social media presence across Instagram, Facebook, and LinkedIn with branded content calendars and campaign creatives.
- Implemented marketing automation workflows for lead nurturing, follow-ups, and client retention.
- Collaborated with the operations team to create service landing pages optimized for local SEO and conversion.
- Monitored and reported on campaign KPIs including ROAS, CTR, CPA, and lead quality.

Digital Marketing Manager

12/2022 - 09/2025

Delta International Recruitment Agency - Rawalpindi, Pakistan

- Planned and executed all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns.
- Identified trends and insights, and optimized spend and performance based on the insights.
- Designed, built and maintained our social media presence.
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs).
- Brainstormed new and creative growth strategies.
- Planned, executed, and measured experiments and conversion tests.
- Evaluated emerging technologies and provided thought leadership and perspective for adoption where appropriate.
- Collaborated with internal teams to create landing pages and optimize user experience.

Digital Marketing Manager

05/2021 - 12/2022

NiccoDk - Islamabad, Pakistan

- Presented and demonstrated company products and services to current and potential clients.
- Generated leads by sending emails/cold calls based on business databases.
- Coordinated company staff to accomplish the work required to close sales.
- Served as the Digital Marketer for ten active Client programs and increased 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.

Softier - Islamabad, Pakistan

- Led end-to-end digital marketing operations including SEO, SEM, content strategy, and paid social campaigns to drive brand awareness and user acquisition for software products.
- Defined and owned the digital marketing roadmap, aligning campaign goals with product launch timelines and business growth targets.
- Managed and mentored a team of marketing executives, providing strategic direction on content creation, ad copy, and campaign execution.
- Planned and optimized Google Ads and LinkedIn campaigns targeting B2B decision-makers and tech buyers across regional markets.

Alef Education - Abu Dhabi, United Arab Emirates

- Planned and executed advertising campaigns for the LMS platform, reaching a large number of students.
- Investigated and managed technical issues for assurance of the best system performance.
- Created and published necessary hyper personalized landing pages that increased efficiency by 16%.
- Collaborated with the marketing director to build marketing content calendars and budget segregation.
- Analyzed data and metrics to create weekly and monthly reports on web traffic, user engagement, and ROI.

Webscare - Sargodha, Pakistan

- Recommended website changes to improve target keyword rankings, while tracking keywords and developing strategies to boost organic search visibility.
- Worked with the development team to ensure SEO best practices are properly implemented on newly developed code.
- Conducted 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.
- Executed link building campaigns through the creation and promotion of linkable assets and outreach.

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	Feb 2021
University of Sargodha (UOS) - Sargodha, Pakistan	
Diploma in Website Designing and Digital Media	Oct 2017
Virtual University - Sargodha, Pakistan	

PROFESSIONAL CERTIFICATIONS

Digital Marketing & E-commerce Professional Certification	Jul 2022
Google Digital Garage	
Digital Marketing Certification	Oct 2021
HubSpot Academy	
Web Development & Designing Certification	Nov 2019
King I.T Center	