

SYED AHMAD

Head of Digital Marketing

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SUMMARY

Head of Digital Marketing Operations with 10+ years driving revenue-focused MarTech transformations, full-funnel lead management and analytics across B2B and SaaS. Leads global HubSpot and CRM strategy, campaign orchestration and stakeholder alignment to boost MQL volume, improve MQL-to-SQL conversion and optimize ROI across regions. Seeks to scale high-impact automation, data-driven planning and cross-functional enablement to accelerate pipeline growth and market expansion.

KEY ACHIEVEMENTS



Global Enablement & Operating Model Leadership

Designed and rolled out global enablement programs and reporting frameworks that uplifted marketing capabilities worldwide and improved campaign performance.



Brand Building & Growth From Zero

Built a brand from the ground up, scaling revenue from zero to six figures in under 12 months through precision community marketing and paid growth systems.



Funnel Repair With Quantifiable Revenue Impact

Engineered a full funnel rebuild that drove a 30% lift in MQL volume and over 50% improvement in MQL-to-SQL conversion within 12 months.



Global Martech Transformation

Delivered a global CRM transformation by migrating 15+ regions from Pardot to HubSpot, creating one scalable, revenue-aligned marketing engine.

EXPERIENCE

Head of Digital Marketing, Anubys

Anubys

05/2025 - Present London, United Kingdom

- Scaled revenue from £0 to six figures in under 12 months through strategic community marketing and conversion-optimized e-commerce campaigns.
- Transformed brand from unknown startup to recognized market player with comprehensive brand identity and positioning strategy.
- Built multichannel content strategy across Instagram, TikTok, and digital channels, enhancing engagement and driving purchase intent.
- Developed integrated digital campaigns across paid social, influencer marketing, email automation, and SEO, boosting brand awareness and revenue.
- Created strategic influencer partnerships that amplified reach and established credibility within pet owner communities.
- Implemented customer retention strategies including loyalty programs that maximized customer lifetime value.
- Led complete brand development including naming, visual identity, packaging, and website design, establishing distinctive premium positioning.

Global Digital Marketing Operations Manager

LifeFitness

09/2023 - 05/2025 Chicago, United States

- Spearheaded the global migration from Pardot to HubSpot, ensuring seamless rollout, managing budgets, and enhancing stakeholder communication.
- Fixed a broken marketing funnel, increasing MQL volume by 30% and improving MQL-to-SQL conversion by 50% within 12 months.
- Directed global marketing operations, aligning data analytics, CRM, and MarTech activities with strategic revenue goals.
- Designed a multi-layered marketing automation strategy supporting growth targets in over 15 regions, collaborating with Revenue Operations.
- Developed cross-sell and upsell funnels, identifying new revenue opportunities with supporting automation and reporting content.
- Acted as key liaison for C-suite, translating analytics into actionable insights and informing future marketing strategies.
- Implemented a unified reporting framework for senior leadership, providing clearer visibility into marketing performance and ROI.

Digital Marketing Manager

Vivup

09/2021 - 09/2023 Farnborough, United Kingdom

- Drove a 35% increase in lead generation through a multichannel strategy, achieving a 20% growth in the sales pipeline.
- Reduced cost-per-acquisition by 25% with A/B testing and data-driven budget allocation.
- Implemented lead scoring and nurturing workflows in the CRM to accelerate the buyer journey, increasing qualified leads delivered to sales.
- Led cross-functional collaboration to align product and sales messaging, enhancing campaign consistency and conversion.
- Created dashboards and reporting templates for senior management to ensure transparency in marketing performance.
- Managed agency relationships and budgets, reallocating resources to optimize ROI from high-performing digital tactics.
- Mentored junior marketers by sharing data-driven best practices, enhancing team capabilities in analytics and optimization.

Digital Marketing Manager

Sodexo

07/2020 - 09/2021 Milton Keynes, United Kingdom

- Launched a B2B digital marketing campaign, generating a 50% increase in qualified leads within six months and developed a new lead nurturing sequence in the CRM to shorten the sales cycle.
- Overhauled social media presence, growing the combined follower count by 40% and engagement by over 70%, while introducing a structured content calendar to enhance creative quality.
- Implemented new tracking and analytics protocols for accurate attribution and better budget decisions, complemented by regular performance reports providing insights for growth.
- Collaborated with sales and product teams to develop segmented messaging, increasing relevance for key verticals and negotiated with vendors for cost-effective services.

EXPERIENCE

Marketing Manager

Torqen™

01/2019 - 07/2020 Milton Keynes, United Kingdom

- Designed and executed a comprehensive e-commerce marketing strategy that drove a 25% increase in online sales and a 15% rise in average order value year-over-year
- Created a focused SEO programme including keyword research, content creation and technical site optimisations, growing organic traffic by 60% and reducing reliance on paid ads
- Managed digital advertising budgets, reallocating spends based on performance data to maximise ROI and reduce wasted spend
- Developed automated email campaigns for abandoned carts and reactivation, increasing repeat purchases and customer lifetime value
- Worked with the operations team to improve product pages and checkout experience, boosting conversion rates and reducing bounce rates
- Produced monthly performance reports for leadership, identifying trends and recommending actions for sustained growth

Digital Marketing Specialist

Homebase

01/2017 - 01/2019 Milton Keynes, United Kingdom

- Increased lead acquisition by 30%, resulting in £2.5 million additional quarterly revenue through strategic paid advertising management
- Implemented email marketing automation flows that improved lead nurturing, resulting in a 15% increase in open rates and a 10% reduction in unsubscribes
- Introduced A/B testing for paid ads and landing pages, improving conversion rates and lowering cost per lead
- Built dashboards to give sales real-time visibility into campaign performance and ROI

EDUCATION

MSc (Hons) Business Technology & Information Management

Loughborough University

Date period Location

B.Sc. (Hons) Business Management

De Montfort University

Date period Location

CERTIFICATION

Azure AZ-900

Microsoft

Salesforce Admin

Salesforce.com

Certified Scrum Master (CSM)

Agile Methodologies

HubSpot Certification

HubSpot

SKILLS

Product Launch Strategy	Cross-Functional Leadership	Creative Campaign Innovation	Campaign Planning & Execution
Budget & Pricing Strategy	Campaign Localisation	Market Insights & Analysis	Brand Messaging & Storytelling
Data-Driven Marketing	Project Management	Stakeholder Engagement	Digital & Channel Marketing