SYED AHMAD

Head of Digital Marketing

📞 +447848283020 @ jaysaid345@gmail.com 🕜 www.syedahmad.info 👂 London, UK



SUMMARY

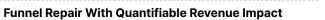
Head of Digital Marketing Operations Head of Digital Marketing Operations with 10+ years driving revenue-focused MarTech transformations, full-funnel lead management and analytics across B2B and SaaS. Leads global HubSpot and CRM strategy, campaign orchestration and stakeholder alignment to boost MQL 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.



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.

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.

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

- 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

- 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

- 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

- 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

Torgen™

- 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

- Increased lead acquisition by 30%, resulting in £2.5 million additional guarterly 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

B.Sc. (Hons) Business Management

De Montfort University

CERTIFICATION

Azure AZ-900	Certified Scrum Master (CSM)
Microsoft	Agile Methodologies
Salesforce Admin	HubSpot Certification
Salesforce com	HubSpot

SKILLS

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