



Shehnoor Ahmed

360 Marketing Expert

Hi, I am SHEHNOOR AHMED Certified 360 Marketing Specialist. I Help Local & International Clients to build their Brands (E-commerce/Real Estate/FMCG/Fintech/Local Businesses)

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WORK EXPERIENCE

Marketing Director

Jeemmm.com

12/2023 - Present

Dubai, United Arab Emirates

Achievements/Tasks

- Accomplished marketing leader with a track record of driving strategic initiatives and delivering exceptional results.
- Demonstrated expertise as Marketing Director at jeemmm.com since December 2023.
- Developed and implemented comprehensive marketing strategies to increase brand visibility, engagement, and revenue generation.
- Strategized data-driven campaigns, enhancing market presence.
- Directed cross-functional teams to execute campaigns across various channels, consistently surpassing performance targets.
- Cultivated strategic partnerships and alliances to expand the brand's reach and drive customer acquisition.
- Championed innovation and creativity, encouraging team members to explore new ideas and approaches.
- Led a dynamic team of marketing professionals, providing guidance, mentorship, and fostering a collaborative work environment.

Head of Marketing

Makkaan.com

01/2022 - 11/2023

Achievements/Tasks

- Marketing Head at Makkaan.com, leading outdoor and digital teams for data-driven campaigns, ROI optimization, and influencer management.
- Oversaw impactful outdoor marketing for visibility.
- Managed collaborative digital teams, fostering goal attainment.
- Strategized data-driven campaigns, enhancing market presence.
- Optimized ROI through analytics and resource allocation.
- Refined strategies through outcome analysis.
- Managed influencers, expanding brand impact.

SKILLS

Facebook Ads Search Engine Marketing

pay per click ppc, Digital Marketing

Content Marketing Influencer Marketing

Content Creation Marketing Funnel

Sales Funnel, Data Driven Marketing

Email Marketing Leadership Skills

Communication Skills

Content management skills

Team building/motivational skills

CRM Management Multitasking

Branding

CERTIFICATES

Business to Business Marketing

LinkedIn

DV360 Google Digital Garage

Google

CM360 Google Digital Garage

Google

Marketing on Facebook

LinkedIn

Marketing Process

LinkedIn

Facebook Marketing

Simplilearn

SEO

MOZ

Google Digital Garage

Google

Salesforce for marketers

LinkedIn

Instagram Marketing Professional

LinkedIn

Email Marketing Expert

LinkedIn

WORK EXPERIENCE

Online Marketing Manager

Graana.com

01/2021 - 01/2022

Islamabad

Achievements/Tasks

- Strategic Online Marketing Manager at Graana.com, leading teams for impactful social media, PPC campaigns, and content strategies.
- Managed collaborative online marketing teams effectively.
- Executed dynamic campaigns across multiple platforms.
- Optimized social media and PPC for peak performance.
- Tracked metrics, refined strategies for optimal outcomes.
- Resolved technical issues, ensuring smooth operations.
- Led engaging content strategies for audience recognition.

Paid Media Manager

Carbonic IT Solutions

01/2020 - 01/2021

Islamabad

Achievements/Tasks

- Strategic Paid Media Manager at Carbonic IT Solutions & Globalshopaholics. Expert in impactful PPC campaigns, optimization, and ROI-driven strategies.
- Executed targeted PPC campaigns for traffic and conversions.
- Optimized performance with data-driven insights.
- Aligned campaigns with business goals through collaboration.
- Monitored and adjusted strategies for effectiveness.
- Enhanced brand visibility and engagement innovatively.
- Maximized outcomes through effective budget management.
- Key in driving digital success at Carbonic IT Solutions & Globalshopaholics.

Paid Media Strategist / Performance Marketing Analyst

Workplace/Company

03/2019 - 01/2020

Achievements/Tasks

- Results-focused Performance Marketing Analyst at Naranga.com & Edible Arrangements. Expert in optimizing digital strategies, data analysis, and ROI.
- Refined strategies through data-driven analysis of campaigns and user behavior.
- Managed diverse digital campaigns: social media, PPC, email.
- Enhanced performance with A/B testing for higher conversions.
- Aligned marketing with business goals via collaboration.
- Tracked KPIs, generating actionable insights.
- Drove revenue growth through insightful decision-making.
- Key in digital success at Naranga.com & Edible Arrangements.

HONOR AWARDS

Real Estate Property EXPO Marketing

PAEI

14th International Chamber Summit Marketing

AH Group

Honored as guest speaker by NUML UNIVERSITY

DIGITAL MARKETING TRENDS 2022

Guest Speaker at Metrix pakistan

Issued by Chief minister of Khyber Pakhtunkhwa

Guest Speaker - Digital Marketing Consortium

Issued by Director Comsats University

International Marketing Award

Issued by Chairman Makkaan.com

WORK EXPERIENCE

360 Media Marketing Specialist

Nsol.sg

10/2018 - 03/2019

Islamabad

Achievements/Tasks

- Dynamic 360 Media Marketing Specialist at Nsol.sg Digital Marketing Agency. Expert in multi-channel campaigns, brand visibility, and impactful results.
- Executed diverse digital campaigns for comprehensive brand exposure.
- Utilized social media, content, PPC, and SEO for integrated strategies.
- Analyzed data for optimal performance and ROI
- Crafted engaging content to drive audience interaction.
- Collaborated across teams for seamless integrated efforts.
- Elevated brand reach through creative initiatives.
- Key in advancing Nsol.sg's impact via strategic campaigns.

Digital Marketing/Design Analyst

Doduae.com

08/2017 - 10/2018

UAE

Achievements/Tasks

- Innovative Digital Marketing Executive/Design Analyst at Doduae.com.
- Proficient in crafting compelling campaigns for brand enhancement.
- Skilled in designing visuals for social, email, and web.
- Achieved success in email marketing campaigns.
- Aligned design and messaging with marketing teams. Enhanced online visibility through SEO strategies.
- Crucial in elevating Doduae.com's brand image and engagement.

EDUCATION

Software Engineering

Foundation University

2013 - 2016