

M. Bilal Awan

Marketing Manager

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Professional Summary

Marketing manager with 5+ years in running successful integrated marketing campaigns and achieving business growth in the US, Europe & GCC markets. Proven track record of generating multi-million dollar sales revenue with data-driven marketing strategies.

Skilled in marketing strategy, marketing analytics, sales outreach, leading end-to-end marketing projects, running ad campaigns, and building customer success programs.

EXPERIENCE

mySTAYINN Luxury - Growth Marketing Manager

Jan 2024 - PRESENT

Responsibilities

- ❖ **Brand Marketing Strategy:** Developing brand marketing strategy to define positioning, target audience, and brand promotion plans.
- ❖ **Marketing Research:** Conducting market research in real estate, housing, and rent markets to identify the target audience and expand business presence.
- ❖ **Marketing Analytics:** Using Google Analytics, HotJar, HootSuite, and HubSpot to conduct campaign analysis and derive insights
- ❖ **Lead Management:** Setting up lead management processes to drive leads from the awareness to loyalty stage.
- ❖ **Content Marketing:** Leading content marketing strategy comprising technical presentations, demos, blogs, website and social media content
- ❖ **Social Media Marketing:** Leading social media marketing efforts including paid and organic social posts.
- ❖ **Digital Advertising:** Leading digital ad strategy to maximize brand awareness and achieve lead-capturing targets.
- ❖ **A/B Split Testing:** Testing web content, email, social media and ad copies using A/B split test and multivariate testing to optimize performance.

Data Science Dojo — Marketing Manager

June 2019 - Dec 2023

Responsibilities

- ❖ Developing overall marketing strategy for training programs and data science solutions.

KEY SKILLS

Digital Marketing
Marketing Research
Market Segmentation
Marketing Analytics
Performance Marketing
Google Analytics GA4
A/B Testing
Microsoft PowerBI
HotJar
Data Visualization
Google Ads
Facebook Ads
LinkedIn Ads
SEO, SEM & Content Marketing
Social Media Marketing
Email Marketing
Sales Strategy & Outreach
Business Development
Key Account Management
CRM Management

AWARDS & RECOGNITION

Merit Scholarship during undergrad program

Merit Scholarship during final year MBA program.

Certificate of Appreciation from Rotaract Club of SZABIST and SZABIST Lions Club

Recognition from Data Science Dojo for improving outreach and customer reviews metrics.

Recognition from Data Science Dojo for overall good sales performance.

LANGUAGES

English (Fluent)

- ❖ Developing and optimizing success metrics for marketing campaigns.
- ❖ Leading sales outreach and lead generation initiatives.
- ❖ Managing social media marketing and advertising campaigns.
- ❖ Building and maintaining customer loyalty programs.

Accomplishments

- ❖ Launched integrated marketing campaigns with an attributed sales revenue of \$1.4 million in the year 2022.
- ❖ Achieved \$1.3 million revenue from successful email marketing campaign in 2021.

TCS Private Ltd — Customer Service Ambassador

May 2018 - December 2018

- ❖ **Product Launch:** Helped launch TCS concierge service after successful test marketing.
- ❖ **E-commerce Marketing:** Assisted in the successful launching of the TCS E-commerce brand.
- ❖ **Inbound Marketing:** Resolved customer queries through inbound calls related to an e-commerce website, and concierge service.

Amadeus — Sales Executive

Feb 2017 - Sept 2017

- ❖ **B2B Marketing:** Assisted in devising a B2B Sales and Marketing strategy for Amadeus IT solutions, leading to the highest sales revenue in the region.
- ❖ **Business Analytics:** Conducted business analysis to identify insights to expand into newer sales territories.
- ❖ **Customer Relationship:** Built and maintained strong customer relationships through in-person visits, phone calls and emails.

EDUCATION

SZABIST — Master of Business Administration (M.B.A)

September 2016 - February 2018

- ❖ Achieved full-year scholarship for good performance.

SZABIST — Bachelor of Business Administration (B.B.A)

August 2012 - June 2016

- ❖ Achieved merit scholarship for securing the highest CGPA.

Google — Digital Marketing & Ecommerce Professional Certificate

September 2023 - November 2023

- ❖ Achieved A+ grades in all 7 courses.
- ❖ Completed real-world hands-on projects.

Urdu (Fluent)

Sindhi (Native)

CERTIFICATES

Key Account Management

Lead Nurturing by HubSpot

Frictionless Sales by HubSpot

Sales Management by HubSpot

HubSpot Sales Software

HubSpot Marketing Software

HubSpot CMS for Marketers

Marketing Analytics

Analyzing Marketing Campaigns

Excel Essential Training

Excel: Dashboards for Beginners

Social Media Marketing: Strategy and Optimization

Contextual Marketing

Email Marketing by HubSpot

Search Engine Optimization by UC Davis

Digital Marketing by University of Illinois

Content, Advertising & Social IMC by Northwestern University

Customer Service, Customer Support, and Customer Experience

Customer Service Operations