Shahzaib Imam

ECOMMERCE MANAGER | SHOPIFY, GOOGLE SHOPPING, MARKETPLACES

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Edinburgh, UK

PROFESSIONAL SUMMARY

Ecommerce and Shopify manager with over 6 years of experience. Runs Shopify and Shopify Plus stores, Google Shopping feeds, marketplaces, and conversion tests, and grows them with paid media, SEO, and email. Grew a lockdown Shopify store into the largest online store in its niche, ran a 5,000+ SKU catalogue across 7+ marketplaces, and managed a Google Shopping account at 14.6x ROAS.

CORE COMPETENCIES

Shopify and Shopify Plus | Google Shopping and Merchant Center | Marketplaces (Wayfair, 1stDibs, Etsy, Amazon) | Conversion Rate Optimisation | Product Data and Feeds | Email and Retention (Klaviyo) | Paid Acquisition (Google, Meta) | GA4 Ecommerce Reporting

WORK EXPERIENCE

UK DTC rug brand

Mar 2025 to Present

Digital Marketing Director

Perth, Scotland

- Led a GBP 20,000 multi-channel marketing strategy across Social, Email, and SEO. Achieved a 250% sales increase in 8 months by acquiring B2C customers and interior design partners.
- Launched on 7+ e-commerce platforms, including Wayfair, 1stDibs, and Etsy. Achieved a 50% increase in international sales within 3 months.
- Managed a catalogue of 5,000+ SKUs. Built AI-crawlable product pages. AI answer engines now bring 20% of organic search traffic.
- Authored the go-to-market plan and built the digital ecosystem from scratch, including a custom e-commerce site, a mobile app, and B2B and B2C targeting.

Dean Banks Group & M.AD Agency

Oct 2024 to Mar 2025

PPC Executive

Dundee, Scotland

- Led end-to-end PPC strategies for 7+ Michelin-starred restaurants and 5 Shopify stores. Ran seasonal campaigns and dynamic retargeting for abandoned carts on Google Ads and Meta.
- Set up server-side tracking and GTM custom conversions. Built Looker dashboards that combine 8+ platforms for weekly stakeholder reports.

The Renewable Energy Co.

Feb 2024 to Sep 2024

Digital Marketing Manager

Essex, England

- Redesigned the sales funnel and moved ad spend from on-feed lead collection to landing-page capture. Reduced cost per lead by 80%, from GBP 150 to GBP 30, in 2 months while maintaining lead quality.

Fatbuzz

Apr 2023 to Feb 2024

PPC Specialist & Assistant SEO

Glasgow, Scotland

- Managed Google Shopping for a UK speciality-sports retailer from April 2023: 14.6x ROAS, GBP 119K tracked revenue and 1,510 sales (account figures, Sep 2022 to Jan 2024).

- Grew organic users by 10% to 11,877 in six months, and doubled peak daily organic users, for an Edinburgh luxury lighting ecommerce store.
- Ran PPC campaigns and developed content plans for over 80 B2B and B2C clients.

Imam Carpet Co

Jul 2020 to Apr 2023

Digital Marketing Manager

Karachi, Pakistan

- Built the Shopify store during COVID-19. Within three years it became the largest online store in its niche, through paid marketing on Google, Facebook and Instagram.
- Optimised the Shopify platform using data. Increased customer conversion rates by 30%.
- Ran A/B, split, and optimisation tests for email campaigns and the website. Increased revenue by c.20% and improved annual retention for paid consumers by c.5%.
- Ran user acquisition and retention campaigns. Increased customer acquisition by 40% and retention by 30% through targeted digital engagement and content creation.

Ticketwala.pk

Jul 2019 to Jul 2020

UX/UI Designer and CMS Manager

Karachi, Pakistan

- Created a digital strategy to launch an online ticket service. The service captured 60% market share and grew annual turnover by 200% within 2 years.

EDUCATION

B.Sc. with Honours in Computing and Information Technology University of Portsmouth
Portsmouth, United Kingdom
Jan 2019 to Sep 2021

Diploma of Higher Education in Computing Glasgow Caledonian University
Glasgow, United Kingdom
Jan 2016 to Jul 2018

Diploma in Computer Information Technology Aligarh Institute of Technology
Karachi, Pakistan
Jan 2012 to Jul 2015

CERTIFICATIONS

Google Ads (Search, Display, Video, Measurement, AI-Powered, Creative)	Google
Google Analytics	Google
Meta Certified Digital Marketing Associate	Meta

SKILLS

Ecommerce: Shopify, Shopify Plus, Merchant Center, Google Shopping, Marketplaces (Wayfair, 1stDibs, Etsy, Amazon)

Growth: Paid Search, Paid Social, Meta Dynamic Product Ads, SEO, AEO and GEO

Retention: Klaviyo, Mailchimp, Postscript, Email Marketing

Optimisation and analytics: Conversion Rate Optimisation, Website Optimisation, Google Analytics 4, Google Tag Manager, Looker Studio

Working style: Brand Strategy, Managing Budgets, Leadership, HTML, CSS