Shahzaib Imam

EMAIL AND CRM MARKETING MANAGER | KLAVIYO, HUBSPOT, RETENTION

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Edinburgh, UK

PROFESSIONAL SUMMARY

Digital marketing manager with over 6 years of experience, covering email, SMS, WhatsApp, and CRM automation alongside paid media and ecommerce. Sets up Klaviyo, Mailchimp, Postscript, and HubSpot, runs A/B tests on campaigns, and builds retention campaigns that bring buyers back. Results include c.20% more revenue from email and website tests, 30% higher retention, and c.40% faster CRM response times.

CORE COMPETENCIES

Email Marketing (Klaviyo, Mailchimp) | SMS and WhatsApp Marketing | HubSpot CRM Automation | A/B and Split Testing | Retention Campaigns | Customer Acquisition and Retention | Shopify Integrations | Performance 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.

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

- Directed HubSpot CRM and automation. Reduced response time by c.40% and improved customer satisfaction by c.25%.
- Built ManyChat chatbots. Cut response times by 50% and raised social engagement by 20%.
- 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

- Ran PPC campaigns and developed content plans for over 80 B2B and B2C clients.
- Led data collection and measurement with Google Analytics 4 and Search Console. These insights improved campaign effectiveness by 35%.

Imam Carpet Co

Jul 2020 to Apr 2023

Digital Marketing Manager

Karachi, Pakistan

- 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.
- 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%.

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.
- Guided website design improvements and ran Customer Journey Mapping sessions. Increased user satisfaction by 25%.

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

Email and CRM: Email Marketing, Klaviyo, Mailchimp, HubSpot CRM, SMS Marketing (Postscript), WhatsApp Marketing, ManyChat

Testing: A/B and Split Testing, Conversion Rate Optimisation, Digital Funnels

Ecommerce: Shopify, Shopify Plus, Marketplaces (Wayfair, 1stDibs, Etsy, Amazon)

Analytics: Google Analytics 4, Looker Studio, Performance Reporting, KPI **Paid media:** Meta, Google Ads, Retargeting