Shahzaib Imam

SOCIAL MEDIA MANAGER | PAID AND ORGANIC SOCIAL

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Edinburgh, UK

PROFESSIONAL SUMMARY

Social media and paid social manager with over 6 years of experience. Runs Meta, Instagram, and LinkedIn ads, content plans, creative tests, and chat flows, and measures social in bookings, leads, and sales. Results include a 166% ROAS increase across 15+ UK event cities, ticket CAC down 44%, and Meta ads for ecommerce brands reaching up to 21x ROAS.

CORE COMPETENCIES

Meta and Instagram Ads | LinkedIn Ads | Content Plans and Creative Testing | Audience Targeting and Lookalikes | Retargeting and Dynamic Ads | ManyChat and Messaging Automation | Social Media Management | Social Reporting (Meta, GA4, Looker)

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

- Scaled Meta Ad campaigns for 15+ UK cocktail-week events. Achieved a 166% ROAS increase and reduced ticket sales CAC by 44%, using hyper-local targeting, lookalike audiences, and competition and retargeting ads within a GBP 4K budget per city.
- 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

- Built ManyChat chatbots. Cut response times by 50% and raised social engagement by 20%.
- Ran Meta, Google Ads, and LinkedIn Ads campaigns with a GBP 1,000 daily budget, covering leads, messaging, YouTube, and Display. Achieved a 25% ROI increase.
- 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 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.

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
Jan 2019 to Sep 2021
Portsmouth, United Kingdom

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

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

CERTIFICATIONS

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

SKILLS

Social: Social Media Management, Meta Ads Manager, Instagram, Facebook, LinkedIn Ads, TikTok Ads, ManyChat, WhatsApp Marketing

Creative and content: Content Plans, Creative Testing, Adobe Creative Suite, Brand Strategy, Brand Awareness

Targeting: Lookalike Audiences, Custom Audiences, Retargeting, Dynamic Product Ads

Analytics: Google Analytics 4, Looker Studio, Conversion Tracking, Performance Reporting **Platforms:** Shopify, HubSpot CRM, Klaviyo