Shahzaib Imam

DIGITAL MARKETING MANAGER | PAID MEDIA, SEO, ECOMMERCE AND CRM

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PROFESSIONAL SUMMARY

Digital marketing manager with over 6 years of experience and GBP 500K+ of paid media spend across 80+ accounts. Runs Google Ads, Meta, and LinkedIn Ads, grows organic search including AEO and GEO, and builds Shopify stores, marketplace channels, and email and CRM programmes. Reports performance from GA4, Search Console, and Looker dashboards, and uses AI-powered tools for research, optimisation, and reporting.

CORE COMPETENCIES

Paid Search and Paid Social | SEO, AEO and GEO | Conversion Rate Optimisation | Shopify and Marketplaces | Email and CRM Automation | GA4 and Looker Reporting | Bidding and Budget Management | Landing Page and Funnel Testing

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.

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

- 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.
- 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.
- Grew website traffic by 600% in 3 months through SEO.
- Directed HubSpot CRM and automation. Reduced response time by c.40% and improved customer satisfaction by c.25%.

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).
- Launched SEO and Google Ads for a new Glasgow electrical contractor. Organic users grew from a cold start to 2,700 (+1,576%) with 639 conversions in 7 months, and paid search converted at 11.38%.
- Ran Google Ads for a UK tech platform: 1,390 conversions at a 7.94% conversion rate in 4 months. Organic and paid together lifted users by 41% to 21,000 in 9 weeks.
- Grew organic users by 46% and sessions by 52% in under two months for a Glasgow heritage jeweller.

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%.

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

Paid media: Google Ads (Search, Shopping, Performance Max, Display, YouTube), Meta, LinkedIn Ads, TikTok Ads, Bidding Strategies, Conversion Tracking, Managing Budgets

Search and AI: SEO, Local SEO, Answer Engine Optimisation (AEO), Generative Engine Optimisation (GEO), SEMrush, Ahrefs, Screaming Frog

Ecommerce and CRM: Shopify, Shopify Plus, Merchant Center, Wayfair, 1stDibs, Etsy, Amazon, Klaviyo, Mailchimp, Postscript, HubSpot CRM, ManyChat

Analytics: Google Analytics 4, Search Console, Google Tag Manager (server-side), Looker Studio, Performance Reporting, KPI

Working style: Integrated Campaigns, Brand Strategy, Communications, Leadership, Management Skills, HTML, CSS