

SHAHBAZ AHMED AWAN

DIGITAL MARKETING STRATEGIST

A visionary digital marketing strategist with 13+ years of experience, I merge digital marketing with creative execution and data-driven leadership to consistently achieve ambitious growth goals, no matter the challenge.



CONTACT

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SKILLS

- Digital Marketing
- Social Media Management
- Content Writing
- SEO
- SWOT Analysis
- PR
- Product Marketing
- Brand Management

LANGUAGES

- English (Fluent)
- Urdu (Fluent)

REFERENCE

Syed Noor Mohamed

Principal Founder - Haris Unmanned Systems

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PROFILE

I am a high-performing and strategic-thinking professional with over 13 years of experience in digital & social media marketing, product marketing, brand management, public relations, marketing and content development.

I am also highly skilled at relationship building with clients, customers, and across organizations and teams. I have exceptional writing, presentation, and interpersonal communication skills. I am adept at assessing needs, generating viable options, and implementing solutions in collaboration with clients, teams, and stakeholders.



EDUCATION

Master of Business Management

Advertising and Media Management | Institute of Business Management

Duration: 2015 - 2017

Bachelor of Business Management

Marketing | Pakistan Institute of Economics & Technology

Duration: 2008 - 2012



CERTIFICATIONS

Google Garage

Fundamentals of Digital Marketing

Certificate ID: Q7F-ANL-EZ2

Udemy - Mastering AI with ChatGPT & 25+ AI Tools

Lenth: 21 Hours

Reference Number: 0004



WORK EXPERIENCE

Haris Unmanned Systems

2024 - PRESENT

Marketing Specialist

- Develop and execute comprehensive marketing strategies
- Create campaigns that align with the company's goals and objectives
- Monitor brand consistency across marketing channels and materials

Canyon Engineering

2024 - PRESENT

Branding Specialist

- Marketing research to identify emerging trends
- Identify customer needs and competitor strategies
- Ensure digital presence across all platforms
- Create digital strategies for the brand



WORK EXPERIENCE

CORE COMPETENCIES

- Business Coordination
- Competitor Comparative Analysis
- Creative & Technical Writing
- Strategy Creation & Implementation
- Research Analytics & Insights
- Consumer Intelligence
- Product Marketing
- Brand Management
- PPC
- Target Marketing Strategy
- Canva Designing
- Corporate Presentations

ACHIEVEMENTS

- IDEX Product Innovation Award - 2024
- Organized CEO Tech Talks Event - 2024
- Rebranded GreenSense Billing Image - 2021
- Launched 3 Brands - 2021
- Achieved the target of 30 Mil in fundraising
- Mental Health Awareness Sessions
- Launched 'eHealth Online Course' for AKDN
- Hult Global Business Case Challenge - 2011
- 3rd Position in ADMad advertisement - 2011
- 1st Position in Short Film Competition - 2011

EXPERIENCE OF WORKING IN 3 DIFFERENT LOCATIONS

Over 13+ Years of working in 3 different locations (**Pakistan, Saudi and Bahrain**), servicing MNCs in healthcare, manufacturing, digital, NGOs, education, Govt. & electronics sector

Automated Environmental Technologies

2024 - PRESENT

Communication Specialist

- Develop and manage targeted digital campaigns
- Optimize SEO using strategic keywords
- Create technical content for website, social media and PR

Blue Nexus

2024 - PRESENT

Technical Content & Growth Lead

- Manage LinkedIn and website content to boost brand authority in the GCC
- Plan and manage monthly content calendars for social media
- Build backlinks and digital PR through collaborations

Halabh

2024 - PRESENT

Digital Growth Strategist

- Develop and execute performance-driven digital campaigns
- Analyze data to drive growth and ROI across platforms
- Manage and scale social media presence and engagement
- Oversee market research efforts to identify opportunities and threats

Rawabi Fasteners

2024 - PRESENT

Content Specialist

- Formulate comprehensive communication strategies
- Create marketing & communications plans, including strategy & budget
- Define and reinforce the company's brand positioning
- Ensure consistent internal and external brand messaging

EPS Support

2024 - PRESENT

Marketing & Branding Strategist

- Create corporate profile for marketing & communications
- Develop and maintain strong relationships with key stakeholders
- Work closely with the agency for marketing collaterals
- Provide marketing support for sales presentations and customer proposals

Institute of Business Management

2022 - 2024

Visiting Faculty - Marketing

- Teach within an established programme of study
- Produce materials that support learning
- Teach in a variety of settings, from small group tutorials to large lectures
- Seek ways of improving performance by reflecting on teaching design

SMB Services

2023 - 2024

Digital Marketing Lead

- Develop, implement, manage and direct social media & content planning
- Lead digital marketing activities for the brand
- Oversee and direct all DM activities performed by the Team
- Measure and evaluate the success of every social media campaign