

Malik Abdul Wahab

Phone: +974-7071-9345

Email: malikabdulw@gmail.com

Website: <https://bit.ly/malik-resume>

Linkedin: <https://www.linkedin.com/in/malikabdulwahab>

Doha, Qatar

SUMMARY

Experienced **Senior Digital, Growth & Performance Marketing Manager** with **over 10 years** of success driving marketing initiatives for startups and established businesses across diverse sectors (**technology, SaaS, foodtech, sports, e-commerce**). Expertise in **B2B and B2C** environments, specializing in organic and paid **media strategies, media planning & customer segmentations**. Skilled in **media buying** (META, Google, LinkedIn, Snapchat, X, TikTok etc.) and programmatic buying. Proficient in **marketing data analysis** (including Google Analytics), **CRM** (Microsoft Dynamics, Salesforce and Hubspot) & driving actionable insights.

TECHNICAL SKILLS

Performance Marketing, Media Buying, Programmatic Advertising, Media Strategies, Media Planning, Marketing Data Analysis, CRM (Microsoft Dynamics, HubSpot, Salesforce), Content Marketing, Conversion Rate Optimization, Search Engine Marketing (SEM), Social Media & Community Management, Google Analytics, Mobile Measuring Partners (App adjust & Appflyer), App Analytics (Clevertap, Amplitude).

WORK EXPERIENCE

Senior Performance Marketing Manager

April 2023 to present

TASMU Platform, Qatar

1. Developed **marketing strategies and media plans for TASMU Smart Qatar program, an initiative by the Ministry of Technology and Information Technology**, which fosters digital transformation and innovation in sectors like transport, health, and logistics.
2. Exceeded marketing campaign KPIs by impressive margins, including **3.8x increase in impressions, 27.8x boost in landing page clicks, and 3.7x growth in leads** across key channels (Google, LinkedIn, Meta, and X).
3. Applied test & learn methodologies through regular **A/B testing and optimizing techniques** at campaign objectives, key target audiences and ad format levels.
4. Set up **Martech & Analytics tools** and **Microsoft Dynamics CRM** (Marketing Module) from the ground up, including technical configurations for the success of marketing campaigns.
5. Built **marketing dashboards** to track performance KPIs and reported weekly and monthly, including **campaigns' performance versus projected KPIs and industry benchmarks**, as well as suggestions to improve visibility, engagement, and garner quality leads from various public and private sectors.
6. **Social media and community management** of TASMU Platform's key channels including [LinkedIn](#), [Instagram](#) and [Twitter \(X\)](#).

Senior Digital Experience Development Specialist

Sept 2022-March 2023

Supreme Committee for Delivery & Legacy for FIFA World Cup Qatar

1. Implemented & executed marketing strategies tailored to specific audience segments, leveraging **CRM, website, and YouTube campaigns** to ensure effective engagement and enhance the overall fans experience.
2. **Managed key communication channels**, including CRM (email, SMS, What's App), host country website, and YouTube channel, which were instrumental in providing fans with a seamless experience before and during the FIFA World Cup Qatar 2022™.
3. Leveraged **audience segmentation** techniques to **effectively target millions of fans from all around the world**, creating tailored communication flows and customer journeys across all touchpoints.
4. Conducted **performance reporting and optimization processes** to ensure effective communication and enhance the fans experience.

Senior Digital Marketing Specialist

Feb 2022-May 2022

Snoonu, Qatar

1. Grew following categories **up to 20%** by implementing **latest performance marketing & app growth techniques**: flowers, electronics, pharmacies, toys & stationery, beauty & fragrance.

2. Developed and executed **digital marketing campaigns across various channels**, such as Google, Facebook, Instagram, Snapchat, Twitter, and Tiktok, to drive **customer engagement**, and **increase orders** on Snoonu app. Trained marketing team to implement the latest techniques in Digital Marketing.
3. Implemented campaign restructures to ensure effective targeting of the **right user segments, minimizing overlaps, reducing costs**, and achieved return on ads spent (ROAS) up to **30 times (generated \$30 for every dollar spent)**.
4. Collaborated with Growth & Analytics teams to optimize performance, utilizing data-driven insights & deployed best digital marketing practices to drive results.

Digital & Performance Marketing Specialist

Dec 2020-Jan 2022

Foodak, Qatar

1. Developed and implemented comprehensive marketing strategies & media plans for **new customer acquisitions and current customer engagement**.
2. Achieved an overall **20:1 ROAS** for purchase campaigns yielding **60% orders** from digital channels – Google, Snapchat & META.
3. Performed in-depth app and web analysis using tools like Google Analytics & Clevertap and conducted full funnel analysis to **optimize user journeys across the app**.
4. Designed **automated customer journeys**, carefully segmenting key target audiences, which increased retention rates by 15% for month one and 40% for month three.
5. **Weekly and monthly reporting** on KPIs versus industry benchmarks & suggestions to enhance campaigns' performance.
6. Applied test & learn methodologies across various **digital & CRM campaigns to increase app installs & engagement**. Following key results were achieved:
 - a) **40% install-to-registration rate** (compared to 25% industry benchmark)
 - b) **400% revenue increase** through **20% MoM increase in app downloads** and **10% increase in Average Order Value (AOV)**
 - c) **Reduced uninstall rates for loyal customers to 4% and 30%** for new users (against industry benchmarks of 28% and 54%)

EARLY CAREER HIGHLIGHTS

Digital & Social Media Specialist

Oct 2019-Aug 2020

Goicode Mediatech, Pakistan & Qatar

1. Planned and executed tailored digital and social media strategies to achieve client objectives and drive results. **Overall ROAS achieved in Qatar market 15:1 (for every dollar spent, my clients generated \$15 in return)**.

Marketing & Growth Consultant

Dec 2012-Sept 2019

Self-Employed, Pakistan

1. Provided expert marketing and growth consulting services to **clients in various industries, including foodtech, restaurants, cosmetics, beauty, skincare, gyms, logistics, retail, apparel, shoes, electronics, real estate, medical (derma & dental) centers etc.**
2. Managed teams of content creators, including copywriters, photographers, and videographers, **to develop compelling content that resonated with target audiences and drove engagement**.
3. Achieved an overall **13:1 ROAS** across various sectors.

EDUCATION & CERTIFICATIONS

Professional Certifications

1. Google Digital Marketing & E-Commerce Certificate
2. Google Data Analytics Professional Certificate
3. Growth Hacking with Digital Marketing
4. Google Analytics (GA4) Essential Training
5. Mobile App Marketing: ASO, Advertising and Monetization
6. Snapchat Ads Manager Campaign Activation
7. Google Ads (Search, Display, App, Video) & Google Analytics Individual Qualification
8. LinkedIn Marketing Solutions Fundamentals
9. Apple Search Ads Certified

fSC pre-engineering

Government College University, Lahore, 2013