

TAYYEB KHAN

Digital Marketing - Media Planning & Media Buying | Lead Generation | Data Analyst | Digital Artist

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Location: Dubai, UAE | **Languages:** English (British), Urdu, Hindi, Arabic (Basic) | Valid UAE **Driving License**

Introduction

An expert digital marketer with proven success in lead generation, data analytics, and digital design. Managed over \$9.5M+ (AED 35M) in ad spend, delivering data-driven campaigns that generate high quality leads, enhance brand visibility, and build customer loyalty. Experienced in global markets and fast-paced agency environments, skilled in media planning, media buying, performance marketing, and marketing strategy to drive measurable growth and maximize ROI.

Skills

Media Planning, Media Buying, Performance Marketing, Lead Generation, Business Development, SEO & SEM, Landing Page Optimization, Content Marketing, Paid Media Management, Budget Management, Google Ads, Google Analytics 4, Email & Newsletter Marketing, Product Management, Marketing Strategy, A/B Testing, Video Production & Editing, WordPress, ZOHO, Hubspot and Salesforce CRM, UI/UX Design, Graphic Design, Conversion Rate Optimization (CRO), Event Management, SQL, Python Programming, Data Analytics, Data Visualization, Negotiation Skills, Communication Skills, Sales Strategy & Execution, Market Analysis

Tools: SEMRush, Dot Trends, Ad Clarity, Advertising Intelligence, Audience Intelligence, Slack, Supermetrics, Ahrefs, Leadpages, Unbounce, BeePro Email, Make/Integromat, Zapier, Adobe Creative Cloud (Photoshop, Illustrator, Lightroom, Premier Pro), Canva, Jupyter Notebook, Power BI, Looker, DataStudio, Advanced Excel, Mac OS, MS Office

Experience

Performance Marketing Lead – The Virmani Group, Dubai, UAE

11/2023 – Present – 1 year 9 months



- Led the performance marketing execution across three distinct verticals – TVG Management Consultancy, TVG Migration and TVG Citizenship by Investment - aligning brand strategy with business growth objectives.
- Core KPI: Lead Generation. Built and executed performance marketing strategies that reduced Cost Per Acquisition (CPA) up to 40% - 60%, while driving qualified leads and measurable ROI across all brands.
- Led omnichannel marketing across key digital platforms - including Meta, Google, LinkedIn, TikTok, and others
- Implemented and scaled Zoho CRM platform, streamlining lead management and sales enablement processes through automation and team training.
- Directed a cross-functional creative team to elevate brand reputation and campaign effectiveness across platforms.
- Specialize in uniting data-driven strategy with creative excellence - ensuring all marketing initiatives are not only visually compelling but delivers high-impact, measurable results.

Manager Media Planning – Starcom Mediavest, Pakistan

01/2020 - 10/2023 – 3 years 9 months



- Managed digital spends: USD 1.8 Million - Managed digital media portfolios for high-profile **local and international brands** - HBL (Habib Bank Limited) and L'Oréal, Mondelez International and WonderBus Tours, Dubai.
- Led media planning and media buying for these accounts, optimizing performance marketing initiatives across Meta (FB & IG), Google, Twitter, LinkedIn, TikTok, YouTube and Snack Video.
- Efficiently managed PPC campaigns, implementing strategies to maximize returns within allocated budgets and timeframes.
- Executed advanced digital advertising tactics, including Google Performance Max, Google Masthead executions, Google Search and Display advertising, Shopping ads, Facebook BLS, TikTok hashtag challenges, TikTok Spark ads and Top View ads, YouTube BLS, and lower-funnel performance marketing across all platforms.
- Identified growth opportunities and provided strategic guidance to clients, helping them achieve KPIs and enhance ROI
- Coordinated cross-functional teams to produce high-impact advertising assets, ensuring effective media placements.

- Conducted A/B testing, keyword trend analysis, and keyword mining, while leveraging data analytics and post-campaign analysis to evaluate campaign performance and consumer behavior.
- Generated and presented financial reports, including release orders, trackers, spending sheets, and periodic accruals. Delivered insights through client presentations to support decision-making and strategy optimization.
- Integrated advertising technologies to streamline processes, including advanced software integrations and reporting tools, while designing and deploying reporting dashboards using multiple data visualization softwares. Additionally, conducted in-depth market research, audience analysis, and data mining to optimize performance marketing efforts.
- Developed compelling media pitches to attract new clients for business development initiatives.
- Notable Achievement: Highest ROAS achieved for L'Oréal = 12x. Won Best Digital API Award and Award for Effective Use of Partnerships & Sponsorships for Mondelez.

Digital Manager – CPIC Global, UK (Dubai & London) – *A real estate co. headquartered in London with offices in New York and Dubai*
1/2016 - 12/2019 – 4 years



- Digital Media Spend: GBP +5 million pounds; Key Performance Indicator (KPI): Lead Generation
- Achieved exceptional results by maintaining a high creative standard and executing impactful digital campaigns, utilizing PPC ads, engaging content, contests, and original videos.
- Managed Meta (FB & Insta), Google Search and Display paid campaigns with minimum budgets of £20,000 per campaign
- Conducted Salesforce newsletter and email marketing campaigns, achieving a notable 130% increase in conversion rates, an average open rate of 41%, minimal opt-outs, and a high click-through rate (CTR)
- Developed marketing collateral, including high-converting landing pages, Google Display Network ads, newsletters, e-mailers, flyers, visiting cards and more, to enhance conversions and support overall marketing and sales team's efforts
- Conducted community management to convert cold leads into warm prospects by guiding them through the sales funnel and facilitating smooth interactions, leading to successful deal closures with sales representatives
- After two years in the Dubai office, transitioned to the UK office in Mayfair, London, after completing a master's degree in UK.
- Notable Achievement: Best influencer campaign created, garnering 5.3M views, also premiered in the House of Parliament UK

Account Manager - J. Walter Thompson, Pakistan (Wunderman Thompson)
01/2015 - 12/2015 – 1 year



- Delivered outstanding **client services** by communicating with clients, building relations, fulfilling client briefs, assisting in business growth and proposing creative marketing solutions to prospective clients
- Managed a diverse portfolio of high-profile brands, including GSK (Skin Care, Oral, and Nutrition), TPL Holdings, Shell Petroleum, and HBL Pakistan, as a key member of the client services department.
- Notable achievement: Won PAS 2015 award for Best Advertisement in the Skin category for GSK and earned a promotion to Account Manager within three months of joining as an Account Executive.

Education

- M.Sc. Masters in Information Management & Systems - The University of Sheffield, UK - 09/2017 - 10/2018
 - o Majors: IT Information Systems | Graduation: Merit
- B.Sc. Bachelor's in Media Sciences - SZABIST, Pakistan, 06/2010 - 07/2014
 - o Majors: Advertising & Design, Minors: Film Production
- Technical Diploma in Big Data Analytics
 - o Institute of Business Administration, Pakistan - 01/2021 - 12/2021

Trainings & Certifications

- ASTRO LABS Dubai – Search Engine Optimization **and** ASTRO LABS Dubai – Crafting a Social Media Strategy
- Salesforce Pardot Training - Get up and & Running with Salesforce Pardot by Kelli Meador
- Google Analytics & AdWords' Search & Display Advertising (2019 – 2020) and Google Ads Fundamentals (2019 – 2020)
- Google Ads 2022 - Professional Course and Complete Programmatic Advertising Course with Tools - 2022 (Udemy)

International Publication

Khan, T. (2021). *Perceptions of Students for a Gamification Approach: Cities Skylines as a Pedagogical Tool in Urban Planning Education*.
[Link](https://shorturl.at/8aT1W). Available at: [<https://shorturl.at/8aT1W>]