

# **TAYYEB KHAN – *Performance Marketing Head***

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## **Professional Summary**

Data-driven Digital Marketing professional with 10 years of experience in lead generation, performance marketing, and media buying. Managed \$20M+ in paid media spend across Meta, Google, and LinkedIn Ads, leveraging analytics and experimentation to improve ROI, CPA, and lead quality. Proven success in global, fast-paced agency environments, scaling high-ticket products and services through strategic media planning, conversion optimization, and paid marketing.

## **Skills**

Lead Generation, Performance Marketing, Media Buying & Media Planning, Funnel Optimization, Conversion Rate Optimization (CRO), A/B Testing & Creative Testing, Google Ads, SEO & SEM, Marketing Strategy, Landing Page Optimization, Advertising Psychology, Data Analytics & Data Visualization, Google Analytics 4, CRM Systems (HubSpot, Salesforce, Zoho), Email & Newsletter Marketing, Content Marketing, UI/UX & Graphic Design, Video Editing, WordPress, Business Development & Negotiation, Market Analysis, Event Management, SQL, Python

Tools: Google Ads Editor, SEMrush, Ahrefs, Supermetrics, Looker Studio (Data Studio), Power BI, Jupyter Notebook, Advanced Excel, Unbounce, Leadpages, BeePro Email, Make (Integromat), Zapier, Adobe Creative Cloud (Photoshop, Illustrator, Lightroom, Premiere Pro), Canva, AdClarity, Audience Intelligence, Advertising Intelligence, Dot Trends, Looker, Slack, macOS, Microsoft Office

## **Experience**

### **Performance Marketing Head — *The Virmani Group, Dubai, UAE* | Nov 2023 – Present**

- Lead performance marketing and lead generation across all company's verticals: TVG Management Consultancy, TVG Migration, TVG Realtors, and TVG Citizenship by Investment (CBI), aligning paid media strategy with revenue growth objectives.
- Own end-to-end lead acquisition strategy, reducing Cost Per Lead (CPL & CPA) by 40 - 60% against competitors, while driving high-intent qualified leads and measurable ROI.
- Execute omnichannel paid media across Meta, Google, LinkedIn, TikTok, and emerging platforms, optimizing full-funnel performance.
- Implemented Zoho and HubSpot CRMs, building advanced marketing automation workflows and integrations to automate lead capture, routing, scoring, and nurturing, streamlining end-to-end lead management and sales handoff.
- Led and mentored a team while collaborating with cross-functional creative teams to enhance brand positioning, improve creative performance, and increase campaign effectiveness.
- Combine data-driven decision-making with creative strategy, ensuring all campaigns are optimized for performance, scalability, and business impact.

- **Key Achievements:** TVG Migration: Delivered an average of 85 qualified leads per month; TVG Management Consultancy: Reduced CPA by 45% while achieving a 25% lead-to-meeting rate via LinkedIn and Meta; TVG Realtors: Lowered CPL by 35% while generating 60+ bookings per quarter; TVG CBI: Reduced CPA by 40% and delivered 5 qualified leads per day.

#### **Manager Media Planning — *Starcom Mediavest, Pakistan* | Jan 2020 – Oct 2023**

- Managed USD 1.8M+ in digital media spend across high-profile local and global brands including Habib Bank Limited, L'Oréal, Mondelez International, and WonderBus Tours, Dubai.
- Led media planning, media buying, and performance marketing across Meta, Google, LinkedIn, TikTok, YouTube, Twitter/X, and regional platforms, driving efficient lower- and full-funnel outcomes.
- Executed advanced paid media solutions including Google Performance Max, Search, Display, Shopping, YouTube Masthead Executions, YouTube BLS, Meta BLS, and TikTok formats (Spark Ads, TopView, Hashtag Challenges).
- Optimized PPC campaigns through budget pacing, A/B testing, keyword mining, audience analysis, and conversion optimization to maximize ROAS and meet client KPIs.
- Delivered data-driven insights through post-campaign analysis, market research, and performance dashboards using analytics and data visualization tools.
- Partnered with creative, analytics, and client teams to deliver high-impact assets, effective media placements, and scalable campaign execution.
- Managed financial reporting and governance, including trackers, spending sheets, accruals, and client-facing performance presentations.
- Supported business development by developing media pitches and strategic recommendations for prospective clients.
- **Key Achievements:** Achieved 12x ROAS for L'Oréal; won Best Digital API Award and Effective Use of Partnerships & Sponsorships Award for Mondelez.

#### **Digital Manager — *CPIC Global, UK (Dubai & London)* | Jan 2016 – Dec 2019**

- Managed £5M+ in digital media spend with a primary KPI of lead generation for international real estate portfolios across the UK and UAE.
- Planned and executed high-performing paid media campaigns across Meta (Facebook & Instagram) and Google Search & Display, managing £20K-£25K budgets per campaign.
- Drove strong performance through creative-led marketing, leveraging original video, influencer activations, contests, and high-impact content to improve engagement and conversions.
- Led email and newsletter marketing via Salesforce, achieving a 130% increase in conversion rates, 41% average open rates, strong Click Through Rates and minimal opt-outs.
- Designed and optimized conversion-focused marketing assets, including landing pages, GDN creatives, emailers, newsletters, and offline collateral to support sales performance.

- Managed community engagement and lead nurturing, converting cold leads into warm prospects and supporting deal closures through coordinated funnel progression.
- Collaborated across Dubai and London offices, supporting international campaigns and brand consistency. Took a one-year academic leave to complete a Master's degree in the UK.
- **Key Achievement:** Delivered a best-in-class influencer campaign with 5.3M views, premiered at the UK House of Parliament.

#### **Account Manager — J. Walter Thompson (Wunderman Thompson), Pakistan | Jan 2015 – Dec 2015**

- Managed end-to-end client servicing for a portfolio of blue-chip brands including GSK (Skin Care, Oral & Nutrition), Shell, TPL Holdings, and HBL Pakistan, ensuring delivery against strategic and creative objectives.
- Acted as the primary client liaison, translating briefs into integrated marketing solutions, supporting business growth, and strengthening long-term client relationships.
- Collaborated closely with creative and strategy teams to deliver award-winning campaigns aligned with brand and commercial goals.
- **Key Achievement:** Won PAS 2015 – Best Advertisement (Skin Category) for GSK and promoted to Account Manager within three months of joining as an Account Executive.

#### **Education**

- **M.Sc. Master's in Information Management & Systems**, The University of Sheffield, UK - Majors: IT Information Systems (Grade: Merit) - September 2017 to October 2018.
- **B.Sc. Bachelor's in Media Sciences**, SZABIST, Pakistan - Majors: Advertising & Design - June 2010 to July 2014.
- **Technical Diploma in Big Data Analytics**, Institute of Business Administration (IBA), Pakistan - January 2021 - December 2021

#### **Training & Certifications**

- ASTRO Labs Dubai: Search Engine Optimization (SEO); Crafting a Social Media Strategy
- Salesforce Pardot: Get Up & Running with Salesforce Pardot (Kelli Meador)
- Google Ads & Analytics: Search & Display Advertising; Google Ads Fundamentals (2019–2020)
- Advanced Advertising: Google Ads Professional Course; Programmatic Advertising 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>