



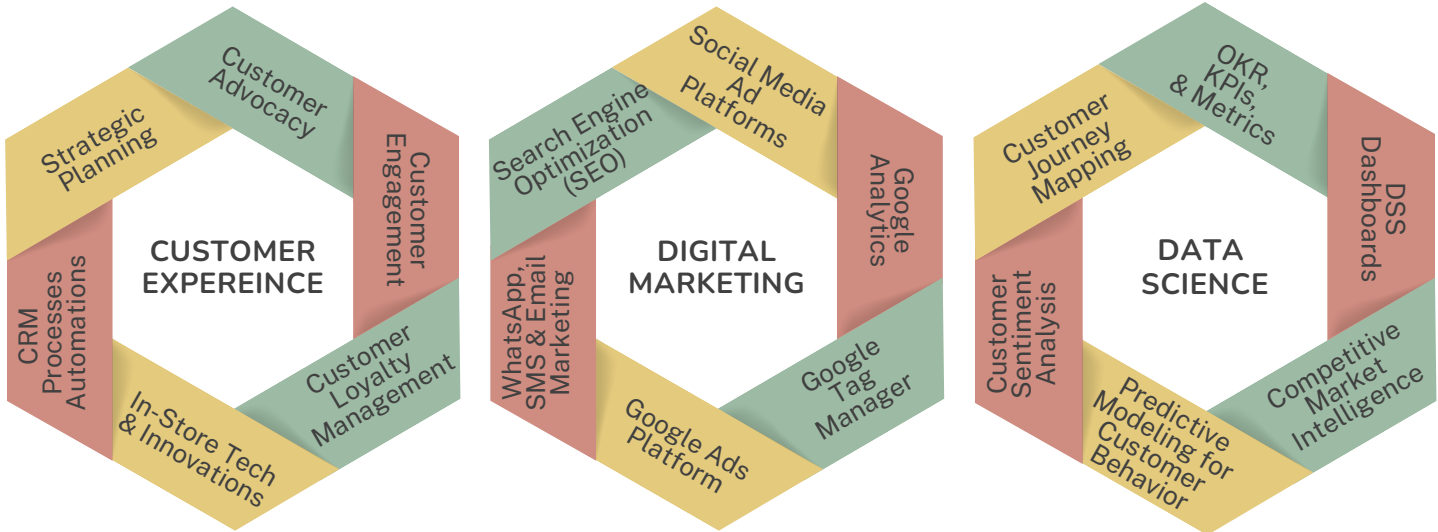
# Shahid's Profile Snapshot

Digital Marketing | eCommerce | Digital Transformation | Data Science | Customer Experience

## PROFILE

With a **passion for innovation**, I bring over two decades of expertise, leading transformative initiatives across diverse industries, including FMCG, Retail, Automotive, Agriculture, Manufacturing, Hospitality, eCommerce & Technology. I have consistently demonstrated the ability to foster high-performing teams, cultivate a culture of excellence, and implement cutting-edge solutions that achieves business goals. At the forefront of **Customer Experience, Digital Marketing & eCommerce**. I pioneered the use of **Data and Technology** to elevate brand visibility, foster customer engagement, and drive revenue growth. My Tech & Data-Driven Marketing & Business Development strategies consistently deliver impactful outcomes. I am resolutely committed to leveraging technology as a strategic enabler, passionately dedicated to excellence, and equipped with a forward-thinking mindset to drive success.

## KEY STRENGTHS



## SAUDI WORK EXPERIENCE

2021  
Onward

**Position : General Manager @ Tabuk Agricultural Development Company Limited**

**Functions :** Customer Experience | Marketing | Business Development | Digital Marketing | eCommerce



2020  
2013

**Position : Corporate CRM & Digital Marketing Manager @ Balubaid Group of Companies**

**Functions :** Customer Relationship | Call Center | Web Development | Digital Marketing | Retail Tech | Analytics

2012  
2007

**Position : Subject Matter Expert & Data Analyst @ Balubaid Group of Companies**

**Functions :** Oracle CRM Applications | Business Intelligence | Data Quality Assurance | Data Analysis | BPO

## TECHNICAL SKILL

- Advance Excel
- Python
- Power BI
- Power Query
- SQL
- Oracle & MySQL Database
- Oracle Apps
- SAP Ariba
- Mobile & Web Apps Development
- Wordpress, Magento & OpenCart
- A/B and Multivariate Testing
- 360° Data Analytics
- Business Intelligence
- Data Mining
- Data Cleansing

## EDUCATION

**Master's in Data Science**  
UCAM University Spain 2023–2024\*

**MBA in Marketing**  
Karachi University • 2003

**Bachelor of Computer Science**  
Florida Green University 1998

**Bachelor of Commerce/Business**  
Karachi University 1998

**Certified in Digital Marketing**  
DMI - Ireland

**Certified in Google Analytics**  
Google



Thank you for taking a glimpse into my  
career snapshot.

For a comprehensive view of my  
professional journey and accomplishments,  
please continue reading.

**Your interest is appreciated.**

*Shahid*

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The only way to do great work is to love what you do.

**Steve Jobs**





# Muhammad Shahid Shah

Digital Marketing | eCommerce | Digital Transformation | Data Science | Customer Experience

## INTRODUCTION

Hello! I'm Shahid, and if you've ever wondered what happens when innovation, technology, data science, and marketing wizardry collide, well, you're looking at it! I've spent over two decades diving headfirst into the worlds of FMCG, Hospitality, Retail, Automotive, Agriculture, Manufacturing, Customer Services, eCommerce, and Technology, and let me tell you, it's been one heck of a ride.

### Bringing Brilliance to the Forefront

Fueled by an unyielding passion for innovation, I thrive on uncovering new avenues to disrupt the norm. Whether pioneering data-driven digital marketing strategies or redefining CRM landscapes, I excel in catalyzing impactful change wherever I go.

### Cultivating Excellence, Crafting Legacies

Beyond delivering results, I'm deeply committed to fostering a culture of excellence. I firmly believe in the power of teamwork and take pride in nurturing high-performing teams that dare to dream big and challenge conventional boundaries.

### Elevating Brands, Elevating Futures

As a pioneer in digital marketing, I'm not just rewriting the playbook; I'm shaping the narrative. By seamlessly integrating data and technology, I forge meaningful connections with customers, shaping unforgettable experiences and redefining the future of commerce.

### Transforming CRM and Customer Experiences

With a keen focus on CRM and customer experience, I've led initiatives to revolutionize how businesses engage with their clientele. From implementing cutting-edge CRM systems to orchestrating seamless customer journeys, I specialize in elevating brands through personalized, data-driven strategies.

### The Future Beckons

Armed with a Master's in Data Science and an unwavering dedication to excellence, I'm not just pursuing success; I'm defining it. With my sights set on the horizon and a passion for innovation guiding me, I'm ready to lead the charge into a future where possibilities are boundless.

## CORE FUNCTIONAL EXPERTISE

### Marketing

- Marketing Strategy Leadership
- Digital Marketing Excellence
- Brand Building & Positioning
- Performance Marketing
- Innovative Content Creation
- Impactful Market Research

### Business Development

- Strategic Partnership Building
- Innovation in Business Models
- Sales Funnel Optimization
- Customer Advocacy Programs
- Cross-Selling and Up-Selling
- Revenue Growth Leadership

### Technology & Data

- eCommerce Channel Development
- 360° Data Analytics Leadership
- CRM & Consumer Journey Insights
- Competitive Intelligence
- KPIs, Metrics & OKRs
- A/B Testing and Experimentation

## CORE TECHNICAL EXPERTISE

### Technical Skills

- Advance Excel
- Power BI
- Power Query
- Python
- Oracle
- MySQL
- CDP & DMP

### Digital Marketing

- Google Analytics
- Google Tag Manager
- Google Ads Platform
- Google Merchant Center
- Search Engine Optimization (SEO)
- META & Other Social Media Ad Platforms
- WhatsApp, SMS & Email Marketing

### Cloud, Web & Mobile Computing

- Microsoft Azure
- Amazon Web Services (AWS)
- Amazon Seller Platform
- Magento & OpenCart CMS
- WordPress CMS
- Native Mobile Apps
- IoT Development



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Digital Marketing | eCommerce | Digital Transformation | Data Science | Customer Experience

## CAREER JOURNEY IN SAUDI ARABIA



Employer



Tabuk Agricultural Development Company Limited - Since January 2021

Position

General Manager - Reporting to CEO

### SCOPE OF WORK

Leading and overseeing the strategic direction and execution of key functions including Customer Experience, Marketing, Business Development, Digital Marketing, and eCommerce, with a focus on driving continuous growth and success for the company.

#### Customer Experience:

- Implemented strategies to optimize every touchpoint in the customer journey, from pre-purchase to post-purchase experiences for B2B, B2C and D2C sales channels.
- Leveraging customer feedback and data analytics to drive improvements and personalize interactions.

#### Marketing:

- Developing integrated marketing campaigns (ATL & BTL) across multiple channels to effectively reach target audiences and drive engagement.
- Monitoring market trends and consumer behavior to adapt marketing efforts for maximum impact.

#### Digital Marketing:

- Overseeing digital marketing efforts, including SEO, SEM, social media, email marketing, and content creation.
- Utilizing data-driven insights to optimize digital marketing campaigns for maximum ROI and effectiveness.
- Staying abreast of emerging digital trends and technologies to drive innovation and maintain a competitive edge.

#### eCommerce:

- Led the development and implementation of eCommerce channel to drive online sales.
- Optimizing the eCommerce platform for user experience, conversion rate and customer retention.
- Analyzing eCommerce metrics and KPIs to identify areas for improvement.

#### Business Development:

- Identifying and pursuing strategic partnerships and alliances to drive revenue growth.
- Cultivating relationships with modern trade to expand market reach and drive market penetration.
- Leading negotiations and contract discussions to secure mutually beneficial agreements.

#### Key Achievements:

- Transformed the marketing department into a profit center
- Successfully launched the D2C (Direct-to-Consumer) eCommerce sales channel
- D2C channel resulted in significant additional sales revenue and direct consumer engagement.
- Pioneered TADCO's product entry into the modern trade sector.
- Expanded product portfolio from 7 to 34 SKUs through meticulous market research
- Achieved a remarkable 75% reduction in digital marketing costs through leveraging in-house skills
- Implemented strategies to improve NPS by focusing on customer-centric initiatives
- Actively collected customer feedback to address pain points
- Developed and executed targeted customer retention strategies, such as exclusive promotions and personalized communication, resulting in higher customer retention rates and reduced churn



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## CAREER JOURNEY IN SAUDI ARABIA



**Employer**  **Balubaid Group of Companies - January 2013 to December 2020**  
**Position** **Corporate CRM & Digital Marketing Manager - Reporting to COO**

### SCOPE OF WORK

As Corporate CRM & Digital Marketing Manager, I led group-level initiatives in Digital Marketing, CRM, Call Center Management, and Data Analytics. Collaborating closely with C-level executives, I aligned marketing objectives with business goals and formulated an omni-channel strategy to drive exceptional outcomes across all touchpoints, including lead generation and retail tech integration for the automotive sector. By leveraging data analytics and strategic prospect management, I optimized digital marketing campaigns and implemented cost-effective solutions, resulting in increased lead generation, improved showroom efficiency, and enhanced customer engagement. My role involved overseeing call center operations, managing in-house digital marketing teams, and providing valuable insights through market research and customer surveys. Through effective collaboration and strategic planning, I ensured consistent branding standards and delivered measurable results that contributed to the overall growth and success of the organization.

#### Customer Relationship Management (CRM):

- Implemented robust CRM systems and process automations to optimize customer data management, enabling enhanced segmentation and personalized communication strategies.
- Leveraged CRM analytics to gain valuable insights into customer behaviors and preferences for targeted marketing campaigns.

#### Digital Marketing:

- Implemented comprehensive digital marketing strategies to drive brand awareness and customer engagement across digital channels for 14 business units.
- Utilized various digital marketing channels such as SMS, social media and email marketing to implement targeted campaigns and maximize ROI for B2B and B2C.

#### Data Analytics:

- Leveraged advanced analytics tools to gain actionable insights into customer behavior and market trends.
- Monitored key performance indicators and analyzed data trends to identify opportunities for improvement and drive continuous growth.

#### Key Achievements:

- Established and managed an in-house CRM & Digital Marketing team
- Implemented enterprise level unified systems for call center & SMS gateways
- Implemented a cutting-edge open-source VOIP-based call center infrastructure, improving customer service capabilities and communication channels
- Implemented retail tech solutions using a 3D thermal-based people counting system in automotive showrooms, optimizing resource allocation and improving operational efficiency.
- Developed a mobile-based customer data capture system, increasing data accuracy by 90%
- Executed highly targeted campaigns across Automotive, FnB, and Shopping malls sectors, boosting website traffic by 75% and social media engagement by 50%.
- Acquired and managed a prospect database of over 6 million contacts
- Achieved a 70% reduction in website development and maintenance costs, through in-house skills and multitasking



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## CAREER JOURNEY IN SAUDI ARABIA



Employer



Balubaid Group of Companies - November 2007 to December 2012

Position

Subject Matter Expert & Data Analyst - Reporting to IT Director

### SCOPE OF WORK

I was responsible for end-to-end Oracle Applications implementation and post-implementation fulfillment for Automotive After Sales & CRM Solutions. My role encompassed technical and functional support, leveraging expertise in Oracle and open-source technologies to ensure seamless execution. A critical aspect of my responsibilities involved leading data quality assurance initiatives, guaranteeing the accuracy and reliability of information systems. Additionally, I employed advanced data mining techniques to extract valuable insights, thereby enhancing project success. My multifaceted role extended to supporting various projects, specializing in ad-hoc reporting and developing Business Intelligence Reporting to uncover actionable insights from complex datasets. With a focus on Oracle and open-source technologies, I employed sophisticated data quality assurance methodologies and advanced data mining techniques to drive impactful outcomes.

#### Oracle Applications Functional and Technical Support:

- Led end-to-end Oracle Applications implementation and post-implementation fulfillment for Automotive After Sales & CRM Solutions.
- Provided technical and functional support, leveraging expertise in Oracle and open-source technologies to ensure seamless execution and optimize system performance.

#### Data Analytics and Quality Assurance:

- Led data quality assurance initiatives, ensuring the accuracy and reliability of information systems for Automotive After Sales & CRM Solutions.
- Employed advanced data mining techniques to extract valuable insights, enhancing project success and driving impactful outcomes in the automotive sector.

#### Post-Implementation Support and Business Intelligence Reporting:

- Supported various projects with a focus on post-implementation support, specializing in ad-hoc reporting and developing Business Intelligence Reporting.
- Utilized sophisticated data quality assurance methodologies and advanced data mining techniques to uncover actionable insights from complex datasets, contributing to improved decision-making and business performance in the automotive sector.

#### Key Achievements:

- Played a pivotal role in successful enterprise-level implementation of Oracle Applications
- Ensured seamless integration and operational success while managing legacy data migration
- Collaborated closely with Oracle Consulting and project stakeholders to ensure the solution design and process mapping aligned seamlessly with business objectives
- Efficiently led the migration of over 5 million records from legacy systems to Oracle Applications
- Developed and implemented custom interfaces that seamlessly integrated Oracle Apps with General Motors' system, resulting in streamlined processes and improved efficiency.
- Led the development of essential Key Performance Indicators (KPIs)
- Optimized system performance post go-live by overseeing data migration and integrations, resulting in enhanced efficiency and operational effectiveness for Balubaid Group's Oracle Applications ERP implementation





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## CAREER JOURNEY IN PAKISTAN



**Employer**  **Maple Leaf Cement Limited - January 2007 to October 2007**  
**Position** **Manager Information & Technology - Reporting to CTO**


### SCOPE OF WORK

I held a pivotal role overseeing the comprehensive spectrum of IT & Data management, including the successful implementation and optimization of Oracle Applications (SCM, OPM, eAM, Financials & HRMS). In this capacity, I led a team of eight dedicated IT and project resources, comprising a functional system analyst, technical developer, operations analyst, technical support staff, and a network administrator. My responsibilities encompassed the strategic management of enterprise IT support for over 1,500 employees across four locations, ensuring seamless operations and continuous technological advancement.

**Employer**  **Dow AgroSciences - August 2004 to December 2006**  
**Position** **Manager Information Systems - Reporting to CEO**

### SCOPE OF WORK

I led the implementation of advanced IT practices, leveraging industry-leading methodologies to automate customized CRM & ERP solutions for streamlined business processes. My impact was pivotal in Finance, Sales Accounting, and Payroll, as I provided functional support and achieved a remarkable 70% reduction in automated business processes through the implementation of innovative system procedures aligned with best industry practices for MIS systems. Additionally, I conducted in-depth data analytics in Sales and Marketing, utilizing insights to drive informed decision-making and optimize strategies. This strategic approach positioned the company at the forefront of technological advancement and data-driven excellence, ensuring competitive advantage and sustainable growth in the rapidly evolving business landscape.

**Employer**  **Pioneer Cement Limited - October 1999 to July 2004**  
**Position** **Assistant Manager IT - Reporting to Director Systems**

### SCOPE OF WORK

My professional career journey began immediately after graduating, where I started as an Oracle Developer. From this foundational role, I quickly progressed to overseeing holistic Oracle-based software development, showcasing my dedication to continuous growth and contributing to the company's technological advancement. Utilizing Oracle Database and Oracle Development tools, I led a comprehensive systems development initiative, demonstrating my expertise in leveraging cutting-edge technologies.

As my responsibilities expanded, I took on the end-to-end management of IT operations, focusing on streamlining business processes and harnessing information technology resources to drive organizational success. Amidst this journey, I encountered the Y2K challenge head-on, leading strategic efforts to ensure the seamless transition of our systems into the new millennium, highlighting my ability to navigate and overcome complex technological hurdles.

These experiences have been instrumental in shaping my career trajectory and laying the groundwork for future growth and success in the field of technology.



**Dear Reviewer,**

I want to express my sincere gratitude for taking the time to review my detailed resume. Your thorough consideration of my professional journey and accomplishments means a lot to me.

I am genuinely excited about the opportunity and contributing to team's success. I am eager to move forward in the application process and explore how my skills align with the needs of the role.

Thank you once again for your attention and consideration.

*Shahid*

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Innovation distinguishes between a leader and a follower.

**Steve Jobs**

