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Digital media professional with over 10 years of experience focused on driving revenue for brands across social, e-commerce, mobile & video platforms. Devised and spearheaded strategies, crystallizing brands from relative anonymity, across digital channels, content, campaigns & connections for more than 80 Clients with 100+ successful digital campaigns. Mastering design, planning, driving & monitoring the implementation of paid media marketing plans across different channels to ensure effectiveness and thorough visibility across target consumer base with the highest achievable customer engagement. Created award winning social media content and digital production and declared the best in social media.

Analytically strong, with proven ability to demonstrate data interpretation and idea generation in improving the customer experience and accelerating sales.

Chief Strategy Officer – Digital Media

Digital Advertising & Creative Agency www.strategicalliancez.com

Strategic Alliancez Pvt. Ltd.

December 2013 onwards



- Developing unique strategies that build upon current client strategies within the digital arena to meet/exceed objectives.
- Understanding of the target's digital behaviors and the best mechanics to engage them and generate leads.
- Shaping fresh and innovative digital experiences to keep the brand constantly ahead from its competition.
- Providing leadership and support during strategy, ideation and ownership of clients and projects and playing a heads up, active role in driving the business forward.
- Managing client expectations, bringing issues/concerns to clients' attention before they become problems, offering potential solutions, and advising of potential delivery delays.
- Managing work and professional development of assigned project team.
- Working with them to ensure team is aligned to client requirements, while proactively keeping abreast of assigned clients' marketing and media plans, and providing technological solutions including rich media, site-optimization, promotional ideas, mobile, social networks, etc.
- Executing projects to be of highest quality while being time and cost effective/on budget.
- Fostering timeline development and monitors progress, ensuring deadlines are met.
- Managing overall project scope and ensures staffing assumptions adhere to budget.
- Overseeing the quality of service delivery in terms of efficiency and client satisfaction.
- Recommending amplification tactics (social promotion, etc.)
- Developing social media and digital communication calendars and plans year round activities and increased and consistent user engagement.
- Identifying and pilot new emerging technologies/trends.
- Contributing to the development of digital concepts and creative executions.
- Contributing to digital culture/education initiatives.
- Actively seeking out opportunities to develop incremental business with key clients.
- Building client relationships at a strategic and operational level through client contact.
- Owning and managing profitability and performance across designated accounts, in line with agreed financial targets.
- Day to day responsibility for retention and development of designated accounts from the agency client portfolio and new business wins.
- Develop advertising sales strategies to drive online advertising revenue.
- Drive B2B digital advertising sales and revenue through the establishment and maintenance of a new direct client base.
- Create marketing strategies to increase sales on e-commerce platforms.
- Identify, develop and maintain relationships with key digital advertising networks and agencies to drive advertising sales and revenue.
- Ensure all digital advertising sales targets and KPI's are constantly met and exceeded.
- Create and deliver sales presentations to clients.
- Manage sales reporting and forecasting.
- Organizing events and digital moots for the promotion of digital media.
- Restructured the team and brought in new resources according to the growth plans.
- Developed Corporate Communication and assets for various communication channels and platforms for the agency itself.

Core Competencies

Account Management, Ideation, Creative Concepts, PPC, Social Media Management, Content Strategy, Paid Media Strategy, E-Commerce Strategy Media Planning Team & Project Management, Presentations and Sales Pitching, Digital Communication, Propagation Planning, Digital Advertising, Search Engine Marketing, Cross platform, Offline Integration, Interactive Solutions, CRM, Business Development, Sales Strategies, Furnishing RFP's, Client Liaising, Events & PR.

Revenue Generated

1195,000 (\$)

Industries Worked In

Telecommunication, FMCG, Real Estate, Banking, Education, Events, Pharmaceuticals, Automobiles, Medical & Health Care Services

Brand Experience

UFONE3G (Etisalat Pakistan), Seasons Canola, Toyota UAE, Nutrifactor USA, California Garden UAE, United Industries Pvt Ltd. KASHMIR Cooking Oil, Bank Islami, Star Marketing Real Estate. Revo Mobile

Projects

Landing Pages, Web Portal, Facebook App for Customer Services, Competition Apps For Facebook, Brand Building and advocacy campaigns. Facebook Competitions, Illustrative Campaign, Cross Platform Solutions, UGC Campaigns, 3G Launch Campaign, Daily Weekly Monthly Social Media Campaigns, Online Real Estate Booking, Rich Media & Banner Advertisements, Fan acquisition Campaigns, Venue Based Event Registration, Rebranding. SELF CARE app.

Successful Campaigns Conducted

68

Tools & Platforms

Google Display Network, Google AdWords, Media Mind SIZMEK, Mail chimp, iConnect, Constant Contact, Social Bakers, Simply Measured, Radian6, Social Argus, Twitterdeck, Survey Monkey, Google analytics, Hootsuite, DFP, Buffer, Hubspot, Social Media Advertising (Facebook Insights, LinkedIn, Twitter) Salesforce, Zoho, Shopify

Business Manager – Digital Media & Mobile App

Product: Olaround www.olaround.me

Company: BRAMERZ Pvt. Ltd.

October 2012 – December 2013



- Created partnership with a diverse group of 270+ brands such as eateries, retail chains, hotel and other businesses by understanding their need and aiding them in location with their smartphones.
- Served as the main coordinator and point of contact for strategic collaborations with Google, Ufone and other partners.
- Efficiently managed the social media strategy and social media advertising, promotions and user engagement.
- Responsible for planning, development, and execution of ATL/BTL Campaigns.
- Led the strategic planning process for the assigned brands based on key consumer insights to enhance current portfolio and improve communication with consumers.
- Developed marketing, sales and website content for products, liaison with developer, graphic designers, and sales team to ensure product delivery.
- Involved in the development of the company's long term planning that identifies new business opportunities, markets.
- Coordinated and supported local channel marketing activities ensuring the alignment of various campaign executions to maximize impact on regional marketing efforts.
- Monitored and analyzed business performance vis-à-vis business goals (awareness, share, consumer diagnostics, profitability, etc.) and the competition.
- Responsible for maintaining and providing strength to company's brand position in assigned regional marketing area and ensure that marketing plans reach vital customer.
- Led the sales team for 3 cities – Lahore, Karachi and Islamabad.
- Development of sales structure and sales strategies.
- Efficiently managed the customer by developing an in-depth understanding of their needs, offer solutions and providing with right product – Service
- Build strategic ties with Telco Industry – Mobile Operators, Managed all ATI/BTL Media Campaigns & Organized training programs at partners venues
- Created and developed marketing collaterals, PR communications, presentations, ad briefs, product specifications and business documentation.

VP Sales & Marketing - Digital Media & Publisher

Region Central

Product: ROZEE.PK www.rozee.pk

Company: Naseeb Online Services

September 2008 – October 2012



- Controlled formulation and implementing of company policy along with directing strategy towards profitable growth and operation of the company. Key person to develop operating plans that reflect longer-term objectives/priorities of the company; closely monitoring the operating and financial results against plans and budgets
- Articulated the Insights vision and generated passion in present and prospective clients, engaging them in the value proposition
- Researched and analyzed new business opportunities
- Utilized market knowledge to generate leads and identify, grow and expand Insights business opportunities
- Interpreted customer business issues, proposing strategic solutions and closing sales
- Adaptability to suit a range of customer-related and new business development situations
- Controlled pipeline by understanding current and forecasted revenues and proactively delivered plans to exceed sales targets, both individually and for the regional team as the business grew
- Developed marketing, sales and website content for products, liaison with developer, graphic designers, and sales team to ensure product delivery
- Effectively applied use of knowledge of current and future market and industry trends in support of the regional team and management decisions
- A strong catalyst for change - moving the team from solutions based on products to solutions based on consulting to understand customer needs
- Proved to be an expert in ERP and Enterprise Account Management with expertise in integrations with PeopleSoft, Sap and other ERP Solutions
- Led sales and implemented Saas based customized career portals and empowered all hiring and recruitment activities for 500+ CLIENTS
- Enhanced employer branding opportunities on Rozee.PK and Social Media for clients
- Devised architecture for Social Media Hiring – via cross platform interaction through social networks such as LinkedIn, Facebook and Twitter.
- Developed architecture for social referral portal which was the viral employee referral system and enhanced with extensive employer branding
- Completely handled the sales channel. Fostered strong strategic – alliances with various digital agencies & Devised strategies and enhanced CRM and digital campaigns automation to manage more clients.

Notable Features

Google seed funded project
Microsoft & NOKIA funded
PASHA ICT Award Winner
1st Location based Consumer Loyalty
& Discount Application in Pakistan
Android, IOS & WINDOWS

Clients Acquired

270+ CLIENTS
1100+ LOCATIONS

Industries Worked In

Food & Beverages, Hospitality, Retail, Mobile
Healthcare & Medical Services, Wellness &
Fitness Services

Core Competencies

Partnerships & Affiliations, Digital Asset
Development & Maintenance, Sales & Sales
Management, PR, Events, , E-Commerce
Strategy, Consumer Insights Communication
Development, Content Propagation & Social
Media Advertising, Online Advertising, BTL and
ATL Campaign Management, Customer
Acquisitions, Product Innovation &
Enhancements.

Notable Features

1st Dotcom to generate US(\$) 2Million,Year
Covered by Forbes Magazine
Largest Portal of the Country

Achievements

Key role in transforming Rozee.PK from zero
market share to the #1 Job Website in Pakistan
and achieving the status of highest trafficked
domestic site in the country.
SALES worth 50.8 Million (PKR)
30.5 (PKR) Recruitment Media
20.13 (PKR) Online Advertising
Best Sales person for 5 Consecutive Quarters
Portfolio Manager for 280+ Companies

Challenging Projects

Integrations with ERP's SAP, PEOPLESOFT
University Portals, Career Portals for Companies
Annual Sales Conferences, Digital Conferences
JOB Fairs, Sales & Commission Structures,
Social Hiring Tools, Employer Branding
Online Advertising Inventory, AdClick and
Targeting

Core Competencies

Enterprise Account Management, Digital Media
Sales, Marketing, Sales Management, New
Business Development, Strategic Alliances,
Customer Management, Operational
Management, Marketing Campaigns, Social
Media Management, Product Development,
Publisher Advertising

Lead Technical Architect - Email Marketing

Product: Eyemail www.eyemail.com

Company: Eyemail Inc. – Part of the Onbrand Media Company Atlanta GA. USA.

August 2007 – September 2009

- Conducted 60+ campaigns for fortune 100 companies.
- Responsible for the development of technical infrastructure to support the EyeMail© product line and execution of digital e-campaigns.
- Efficiently assisted in strategic sales effort from technical perspective to secure Fortune 100 clients and create Eyemail campaigns.
- Strategically established partnerships with technology companies – Microsoft, Constant Contact.
- Designed an automated plan of scheduling and executing digital campaigns and empowering clients to produce their customized campaigns via email blaster system.
- Worked, designed, implemented scheduled, and executed manual customized digital campaigns for delivering marketing messages via emails.
- **Brand Experience:** The Coca-Cola Company, Coca-Cola Enterprises, UPS, Delta Airlines, Cingular Wireless, GWBC, Turner Broadcasting System, Georgia Pacific and a host of very significant and prominent brands

Business Development & Assistant Project Manager

Web Solutions www.gibca.ae & www.ckwi.com

Company: GIBCA Information Technology ABUDHABI UAE & CK Worldwide Inc.

March 2005 – July 2007

- Won project from ADCO EMPD, business plan budgeting and controlling worth AED 195,000.
- Won project from NORDIC to remote file management system worth AED 58,000.
- Won project for AED 13,000 for GIBCA group companies web portals.
- Integral part of transformation of GIBTECH from hardware solutions to software solutions providers in Abu Dhabi
- Integral part of the transformation from hardware sales to software solution providers in Abu Dhabi.
- Initiated sales and business development as the only representative for GIBTECH enterprise solutions.
- Developed new business relationships and represented the company to potential clients in UAE.
- Secured three multinational clients and remained project in-charge on all three respective projects.
- Worked in a diverse working environment with the GIBTECH team and collaborated on various fronts to ensure project success.
- Served as Enterprise Solution Manager for 25+ clients.
- Successfully managed 32+ projects and ensured their delivery on time and within financial budgets.

Trainings

- HUBSPOT – Landing pages and UX
- ZOHO CRM
- Global Sales & Marketing Strategies for Ambitious Entrepreneurs by Mr. Kenneth P. Morse - Institute of Business Administration IBA Centre of Executive Excellence Karachi
- Elevator Sales Pitch
- Becoming a Sales Pro
- Digital Media Marketing and How Social Media is helping brands
- E-Recruitment Solutions
- Media Mind Sizmek

Speaker at Conferences

- Digimark 2014
- Sales Con 2014
- LUMS – marketing Colloquium 2013
- Digital Marketing Pakistan
- Annual Sales Conference 2012
- TEC – Digimark 2011
- Annual sales Conference 2012

Education

- MBA in Marketing & Finance – Lahore School of Economics
- Bachelors in Computer Sciences – Institute of Management Sciences Lahore
- Bachelors in Arts – Punjab University