

# Shahla Hameer Narejo

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## SUMMARY

AI-driven Digital Marketer with a passion for building smart, automated marketing ecosystems that drive measurable growth. Skilled in leveraging tools to design data-led workflows that streamline campaigns, improve targeting, and boost customer engagement.

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## EXPERIENCE

### Marketing Specialist → Marketing Manager | Emerge.pk | February 2021 – Present

- Led all aspects of e-commerce site development, marketing operations, and communications, including Digital Marketing Management, Demand Generation, Marketing Automation, Marketing Data Analysis, Brand Strategy, Marketing Operations, Google Ads, Meta Ads, and Web Design.
- Achieved highest lead generation rate in company history by deploying high-converting content strategies such as email marketing, social media, Meta Ads, Google Ads, webinars, blog posts, eBooks, videos, infographics, and more through paid, owned, and earned channels.
- Developed brand strategies resulting in complete brand redesigns in 2022 and 2024, implemented SEO/SEM strategy, and increased results for key metrics to Top 5 regionally.
- Managed marketing automation processes in the Zapier platform, improving lead conversion rates by 50%.
- Optimized email marketing efforts through A/B testing and analysis, maintained an average 28% open rate and 5% click through rate.
- Spearheaded the company's complete rebranding, and produced engaging and informative e-commerce marketing material integrated with brand voice, and tone to align with brand positioning, marketing objectives, and brand development.

### Marketing Specialist | Checkmate Films | Karachi, Pakistan | January 2018 – January 2019

- Reported directly to the Creative Director to manage a multi-channel content marketing strategy including analytics and performance, lead generation, retention, and segmentation for a suite of B2B solutions.
- Managed business-to-business (B2B) and business-to-consumer (B2C) product marketing material for various clients; created web content, branding collateral, creative briefs, content calendars, and more.
- Developed a full spectrum of demand generation activities from the ground up including persona development, email marketing, social advertising, retargeting, account-based marketing, lead nurturing, and personalization.
- Collaborated with designers, content creators, and sales teams to ensure seamless execution of marketing campaigns, continuously refining strategies based on real-time performance data and feedback.
- Created multi-channel marketing campaigns utilizing a mix of digital (social media, PPC, SEO, influencer collaborations, email marketing) , and traditional methods (print, local events, partnerships) to maximize brand exposure and improve engagement rate by 34% year-over-year.
- Boosted inbound leads by launching video marketing campaigns and enhancing online presence through targeted digital initiatives.

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## EDUCATION

**Bachelor of Business Administration (BBA), Marketing | PAF Karachi Institute of Economics and Technology (KIET)**

**Master of Business Administration (MBA), Marketing | SZABIST**

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## CERTIFICATIONS

**Content Marketing, Digital Marketing, and Inbound Marketing Certified | Hubspot Academy**

**Google Ads and Google Analytics Certification | Google**

**Digital Skills: Artificial Intelligence | Accenture**

**Social Listening Certified | Hootsuite Academy**

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## SKILLS

**Industry Skills:** Marketing Operations, Marketing Automation, Digital Marketing, SEO, Brand Strategy, E-Commerce, Email Marketing, SEM, PPC, and Analytics.

**AI Skills:** AI Content Creation & Optimization, Marketing Automation Workflows (Make.com, n8n, Zapier), Developed AI agents to reduce manual effort by 60%.

**Tools Used:** Make, Google Ads, Meta Ads Manager, HubSpot, Hootsuite, Canva, MailChimp, Google Analytics, Meta Business Suite, SEMrush, Moz, and many AI tools.

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