

Ayman Ali Ahmad

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Profile Summary

Data-driven Digital Marketing professional with 5+ years of experience and a First-Class Degree in Mechanical Engineering. Currently directing global organic, paid, and AIO strategies for a \$500M+ enterprise infrastructure provider, scaling high-intent search visibility to generate nine-figures in organic pipeline and six-figures in corporate Calendly value. Proven track record accelerating commercial performance, including a 50% landing page conversion increase, a 1,000% spike in generative AI brand mentions resulting in a six-figure enterprise contract, and organic search growth that accounts for 30% of web revenue. Adept at managing multi-channel governance across 18+ countries, combining an analytical engineering background with performance architecture to autonomously scale footprints across global B2B tech and local commercial sectors.

Digital Marketing Experience

Marketing Assistant

Transaction Network Services

06/24 – Present

\$500M–\$1B Global Infrastructure Provider | 2000+ Employees | 30+ Global Offices

Organic Search, AIO & Paid Media Strategy

- Direct global organic strategy and SEO governance across all three business units, tracking all data.
- Generated nine-figures in enterprise pipeline by capturing high-intent organic search traffic.
- Captured six-figures in organic Calendly pipeline value via keyword-optimized conversion funnels.
- Scaled organic search to account for 20-30% of total corporate web revenue across global business units.
- Manage global AIO across LLMs, driving a ~1,000% AI mention spike and securing a six-figure enterprise deal.
- Increased monthly organic landing page conversions by 50% (30 to 45) via intent-based optimization.
- Grew Top 3 rankings 56% (161 to 252) and Top 4-10 by 280% (271 to 762), adding 430+ keywords to Google's Top 10.
- Boosted non-branded traffic 33% (11k to 14.6k): +27% overall, +36% resource pages, and +16% landing pages.
- Maintain 30+ Google Business Profiles globally, coordinating with staff across 18+ countries.
- Launched first in-house Google Ads (Search/PMAX) on \$4k+/mo spend, driving 70+ conversions (\$3k-\$10k each).
- Optimized enterprise Demandbase lead generation strategy to deliver high-intent downstream leads to sales.

Social Media Strategy, Governance & Execution

- Formulated and enforced company-wide LinkedIn and YouTube guidelines via performance audits.
- Scaled LinkedIn engagement by 97% on primary page (to 7.3%) and 63% on showcase page (to 12.6%).
- Grew total LinkedIn following by 26% (to 35k+) and 57% (to 1.3k+) through optimized calendars.
- Direct full content lifecycles and roadmaps for TNS and the Waypoint business unit.

Website Strategy, Infrastructure & Analytics

- Led Waypoint rebrand technical migration, mapping 100+ URLs with 100% on-time delivery across.
- Restructured site navigation across 3 business units into a commercial, user-centric hierarchy.
- Boosted page speeds by 57% (8.3s to 5.3s) by debugging code and optimizing assets.
- Conducted technical and UX audits to optimize Core Web Vitals, site health, and performance metrics.
- Lead advanced GA4 reporting, diagnosing cross-domain tracking disconnects and architectural impacts.
- Built automated Looker Studio dashboards, reducing monthly reporting time from 2 hours to 0 hours.

Content Creation & Vital Project Management

- Leading optimization for corporate Salesforce attribution gaps across digital channels to track definitive ROI.
- Directed high-impact corporate initiatives, including the global Waypoint email rebranding deployment.
- Integrated AI workflows into daily operations, cutting content preparation time from 5 days to 2-3 days.

Digital Marketing Executive

Grownix Digital Marketing Agency, Pakistan

09/20 – 11/23

Social Media Management

- Managed team of 7 designers, developers, writers and social media managers.
- Executed 30+ posts weekly (planning, writing and publishing) and supervised 120+ posts weekly.
- Grew Instagram followers by 60% (4700 -> 7600) over 2 years for local Hyundai dealership.
- Generated 150+ shares/campaign per month for mobile app by crafting audience interaction campaigns.
- Increased lead generation by 74% for education consultancy company through UGC ad creatives.

SEO & Content Strategy

- Drove 15-month SEO growth: traffic +253% (3.4k to 12k), rankings +319%, and conversions +52%.
- Grew organic traffic from 0 to 2,800+ and Top 3 keywords to 40+ post-launch for education consultancy.
- Optimised content for 120+ pages, including combining content, editing, organising and republishing.
- Instructed content writers to create 70+ SEO blogs, proofreading and optimizing before publishing.
- Conducted technical SEO audits using Semrush, ScreamingFrog, Google Analytics and Search Console.
- Revamped website for UX, SEO and conversions by internal linking and redesigning layouts.

Website Strategy & Management

- Collaborated with 20+ clients, leading project launch meetings to interpret client requirements.
- Built 26+ websites for diverse niches by managing developers, content writers and designers.
- Analyzed target audiences, defined content strategy, structured content for UX and created wireframes.

SEO & Digital Consultant (Freelance)

2023 – Present

Sidex (Siding and Decking)

04/25 – Present

- Scaled organic conversions from 0 to 37/mo and traffic to 3,360/mo within 14 months of launch.
- Captured 120+ Top 3 rankings, 490+ Top 4-10 rankings, and 150+ AI Overviews – all from 0 baseline.

OG Oil (Hair Oil)

04/23 – 08/23

- Spearheaded complete digital marketing for hair oil brand (website creation, relaunch & post-launch strategies).
- Boosted Instagram engagement by 75% & followers by 12% through a targeted content calendar and UGC.
- Skyrocketed website traffic to 1500+ viewers and orders to 40+/month (from 0) through UGC ad creatives.

Digital Skills

- **Marketing:** Content Strategy, SEO, GEO/AIO (AI Optimization), Social Media Marketing, PPC (Google & Meta Ads), Lead Generation, CRM, Framework Governance, B2B Marketing, Account-Based Marketing (ABM)
- **Analytics & SEO Tools:** GA4, GSC, Semrush, ScreamingFrog, Microsoft Clarity, Looker Studio, BigQuery
- **Social Media & Automation Tools:** Sprout Social, Meta Business Suite, HubSpot, Salesforce, Demandbase, Monday.com
- **Collaboration & Infrastructure:** CMS (WordPress, Shopify, Wix), MS Suite (Outlook, Teams, SharePoint), Google Workspace
- **Editing, AI Workflows & Design:** Premiere Pro, Photoshop, Canva Pro, Advanced AI Content Generation Workflows
- **Social Platforms:** LinkedIn, Youtube, Facebook, Instagram, Twitter/X

Education

Queen Mary University of London | BEng Mechanical Engineering: First Class Honours

2016 – 2019

Additional Information

- Status: British national with full UK driver's license.

- Languages: English (Native), Urdu (Limited).
- Interests: Team sports, weight-lifting, competitive online gaming and drumming.