

Ayman Ali Ahmad

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Profile Summary

Data-driven and creative Digital Marketing professional with 5+ years of experience and a Mechanical Engineering background. I leverage my analytical skills and creative flair to drive results-oriented marketing strategies, increasing traffic and conversions through SEO and social media expertise. Highly organized and adept at collaborating in fast-paced environments, I thrive as part of cross-functional teams and possess a proven track record of managing and leading projects across diverse niches.

Digital Marketing Experience

Marketing Assistant

Transaction Network Services

06/24 – Present

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

Organic Search and PPC

- Direct end-to-end organic strategy, overseeing management and day-to-day execution for all business units.
- Increased monthly organic conversions on core landing pages by 50% (30 -> 45) through intent-based optimization.
- Grew Top 3 rankings by 44% (161 -> 232) and Top 4-10 by 111%, while capturing 180+ AI Overviews from a zero baseline.
- Boosted monthly non-branded traffic by 33% (11k -> 14.6k) and improved page load speeds by 57% (8.3s -> 5.3s).
- Executed full-cycle technical audits, content strategy, and keyword research to align with commercial revenue goals.
- Orchestrated first in-house Google Ads strategy, launching targeted Search and Performance Max campaigns.
- Achieved 70+ monthly key conversions, with a spend of \$4k+/month and an average key conversion value of \$3k-10k.

Social Media Strategy & Management

- Scaled LinkedIn engagement by 97% and 63% across primary and showcase pages via data-driven content pillars.
- Grew total LinkedIn following by 26% (to 35k+) through optimized posting schedules and engagement analysis.
- Direct the full content lifecycle TNS Financial Markets and Waypoint Trading Solutions – strategy to execution.
- Created and maintain YouTube & thumbnail guidelines, managing all YouTube creative assets from copy to uploading.

Website Strategy & Infrastructure

- Led technical migration for the Waypoint rebrand, mapping 100+ URLs with 100% on-time delivery.
- Restructured site navigation across three business units into a commercial, user-centric hierarchy.
- Manage page deployments and CMS updates following strict SEO and technical governance.
- Conduct deep-scan technical audits to optimize page speed, site health, and Core Web Vitals.

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.
- Boosted messages volume by 40% for beauty salon through optimized Meta ads strategy & creatives.

SEO & Content Strategy

- Developed SEO strategies to increase health clinic's organic website traffic by 253% (3400 -> 12000), keyword rankings by 319% (1600 -> 6700) and conversions by 52% (56 -> 85) over 15 months.

- 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.
- Built 22+ high quality backlinks by assisting in guest posting outreach.

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.
- Orchestrated workflows for teams to streamline successful project deliveries.
- 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.
- Operated solely and with total autonomy to manage the business' SEO, website, content, etc.

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.

General Technical Projects

2022 – 2023

- Operationalized 4 SEO-integrated websites, coordinating all creative and technical stakeholders.

Digital Skills

- **Marketing:** Content Strategy, SEO, Social Media Marketing, CRM
- **Analytics & SEO Tools:** GA4, GSC, Semrush, ScreamingFrog, Microsoft Clarity
- **Social Media & CRM Tools:** Sprout, Meta Business & Ads, HubSpot, Salesforce, Demandbase
- **Collaboration Tools:** Monday.com, MS Suite (Outlook, Teams, SharePoint, etc.), Google (Gmail, Meet, Drive, etc.)
- **Platforms:** Facebook, Instagram, Youtube, LinkedIn, Twitter
- **Editing & Design:** Premiere Pro, Photoshop, Canva Pro

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.