

Ayman Ali Ahmad

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Profile Summary

Data-driven and creative Digital Marketing professional with 5+ years of experience and a First-Class Degree in Mechanical Engineering. I currently leverage my analytical skills and creative flair for a \$500M+ global firm to drive results-oriented marketing strategies, increasing traffic and conversions through SEO, website and social media expertise. Highly organized, adept at collaborating in fast-paced environments, 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

Digital Marketing

- Direct end-to-end SEO strategy and orchestrated first in-house Google Ads strategy, liaising with all 3 business units.
- Increased monthly organic conversions by 50% (30 -> 45) on core landing pages 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).
- Achieved 70+ PPC monthly key conversions, with a spend of \$4k+/month and an average key conversion value of \$3k-10k.
- Orchestrated first in-house Google Ads strategy, launching targeted Search and Performance Max campaigns.
- Adept at analyzing campaign performance spanning various digital channels including website, PPC, SEO, socials, etc.

Website Management

- Co-manager of company website and assist in development. Regularly create new landing pages.
- Conduct technical audits to deliver recommendations for UX, content, page speed, site health, SEO, Core Web Vitals, etc.
- Improved UX by leading site navigation restructure across 3 business units into a commercial, user-centric hierarchy.
- Led technical migration for the Waypoint rebrand, mapping 100+ URLs with 100% on-time delivery.

Content Creation

- Create content for product and resource pages, converting technical product descriptions to user-centric engaging formats.
- Regularly liaise with all 3 business units to gather content for Google Profile locations, case studies, etc.
- Collaborate with colleagues to produce content for email marketing, events, product launches, etc.

Social Media

- Scaled LinkedIn engagement by 97% and 63% across primary page and showcase page via data-driven content pillars.
- Grew total LinkedIn following by 26% (to 35k+) and 57% (to 1.3k+) through analysis, optimized schedules and calendars.
- Direct the full content lifecycle of TNS Financial Markets and Waypoint Trading Solutions – strategy to execution.
- Ran LinkedIn audits for the 3 business unit profiles and created clear action plans– all resulting in measurable results.
- Created and maintained company-wide LinkedIn & YouTube guidelines based on audited action plan.

Digital Marketing Executive

Grownix Digital Marketing Agency

09/20 – 11/23

Graphic Design

- Recorded, edited and published image and video shoots for hotel and car dealership through Adobe tools.
- Edited and published video promos and case studies for 2 car dealerships with Premiere Pro.
- Assisted in designing social and print material with Adobe Photoshop for 2 car dealerships.

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.
- Increased lead generation by 74% for education consultancy company through UGC ad creatives.

SEO & Content Strategy

- Increased conversions by 52%, traffic by 253% and keywords by 319% for advanced healthcare technology over 15 months.
- Increased traffic from 0 to 2,800+ and Top 3 keywords to 40+ post-website launch for education consultancy agency.
- Led SEO for all agency accounts and managed a cross-functional team of 7 designers, developers and writers.

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.
- 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.