

# Syed Nazeeruddin

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I am a marketing professional with proven expertise in increasing product market share, launching market-leading national and international brands and yielding stellar financial results for all stakeholders.

## Work Experience:

### Avance Consulting - Employer of Record

Hyderabad, India

**Growth Marketing Lead** - Budget Handled - INR 1 Cr or USD 120K Annually

March 2024-Present

#### **Go-to-Market (GTM) & Growth Strategy**

- Increased product adoption and customer retention by 10% through cross-functional collaboration with product, design, and engineering teams.
- Boosted conversion rates by 15% by designing optimized landing pages and executing targeted ABM initiatives.
- Generated over **250 MQLs** by leading end-to-end **event-driven marketing** campaigns.
- Scaled GMV **from \$250K to \$1M** and established a full-stack growth engine across North America and EMEA.
- Positioned Pamgro as a credible EOR/HRTech brand with **1500+ active contractors/customers** through **integrated multi-channel growth**.

#### **Revenue Operations (RevOps)**

- Created a \$7M sales pipeline from Fortune 1000 clients at Avance Consulting through targeted demand generation.
- Delivered avg **8% SQL** growth by optimizing ad targeting and spend across Google, Facebook, and LinkedIn campaigns.
- Achieved a **12% lead conversion** rate with ICP-driven **cold email outreach** leveraging Apollo and Sales Navigator.
- Enhanced marketing ROI by 18% by implementing data-driven insights via Looker Studio and CRM dashboards.

#### **Account-Based Marketing (ABM)**

- Increased key account conversions by 15% with tailored ABM campaigns focused on high-value targets.
- Improved **lead conversion by 12%** through the development of **custom lead magnets** and ICP-aligned content.
- Standardized SEO and campaign tracking templates resulting in streamlined execution and impact measurement.

#### **Marketing Automation & Enablement**

- **Deploying a comprehensive MarTech stack** for sales enablement and customer engagement.
- Boosted lead nurturing efficiency by 20% by **automating 80% of CRM workflows** in FreshSales.
- Enhanced conversion rates by 15% through chatbot deployment and landing page optimizations.
- Expanded newsletter subscriber base by **5% MoM**, **increasing email open rates by 15%** and CTR by 10% through A/B testing.

#### **Content & SEO**

- Delivered **400K impressions and 2,500 monthly visits** with SEO-driven content strategy, achieving a 0.5% CTR.
- Generated **17% organic traffic** growth through SEO initiatives and website optimization.
- Led executive personal branding efforts generating **250K+ LinkedIn impressions** and 0.8–1% MoM **follower growth to reach 350K followers**.

### RS Brothers Retail

Hyderabad India

**Digital Marketing Lead** - Budget Handled - INR 1.5 Cr or USD 170k Annually

Mar 2022 – April 2024

- **Launched Multi-Platform Online Campaigns:** Executed successful campaigns on leading platforms such as Facebook, Instagram, Google (Search and Display), YouTube, Josh, and local Indian entertainment platforms, driving significant brand visibility and engagement.
- **E-Commerce Site Promotion:** Launched and **promoted an e-commerce site**, achieving a 100% month-over-month growth rate in sales and user acquisition.
- **Social Media Campaigns:** Led numerous Facebook and Instagram campaigns, increasing **campaign reach by 4x** while maintaining the same budget. Achieved a 3x brand lift and a per-view cost of INR 0.6 through a strategic YouTube campaign, **growing the youtube channel from 0 to 42k subscribers** in 1 year of launch.
- **Performance Max Campaigns:** Attained a 2.6% click-through rate (CTR) in Performance Max campaigns, boosting retail store footfalls by 40%.
- **Content Planning and Reach:** Accelerated content planning for six brands, **reaching 23 million accounts** in 300 days through targeted social media strategies and optimized campaign execution.
- **New Store Launches:** Spearheaded **digital marketing activities for 27 new store launches**, generating buzz and attracting an average of 50k footfalls on the first day.
- **Influencer Collaborations:** Collaborated with over **450 influencers**, delivering more than 20 million impressions and enhancing brand visibility across social media platforms.
- **Agency Management:** Managed three marketing agencies, ensuring smooth process implementation and adherence to the marketing calendar, resulting in timely and effective campaign execution.

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- **Customer Engagement:** Handled displeased customer queries and complaints via social media, working with stakeholders to resolve issues to **improve customer satisfaction**.
- **Strategic Partnerships:** Established **business relations with entertainment, media, and production houses**, securing free promotions and social media content generation by collaborating as Style Partners.
- **Amazon Seller Account Management:** Scaled the Amazon Seller Account, running targeted **Amazon Ads** to drive sales and enhance product visibility.
- **Mobile App Launch and Growth:** Successfully launched a mobile app for the jewelry business, **scaling to 5k monthly active users (MAU)** within three months.
- **Digital Out-of-Home (DooH) Advertising:** Implemented **DooH advertising strategies** with AdOnMo, MyGate, Bell Plus, and other local publishers, effectively delivering on digital strategy and enhancing brand presence.

## **Gridlex Inc.**

**Hyderabad, India**

**Demand Generation Specialist** - Budget Handled INR 20 Lakhs to USD 25,000

06/21 to Mar'22

- Create Integrated Performance campaigns for the product on Google Ads, Facebook and other social media platforms with customer persona to generate potential leads for conversion, delivery ARR of approx USD 35-40k with AOV
- Lead the **PPC ad strategies on on Google platforms**, and driving 5X revenue month-over-month
- Research and segment the customer market and create customize campaigns for better sales conversion - **Search, Social and Display networks** generation 2x brand lift and generated **54 backlinks**
- Handled 13 companies for **Affiliate Marketing** with ARR of USD 5,000/-
- **10 pillar pages** generate 6,000 site visitors increasing the Avg time spent to 23 mins and 40% returning users with 0-3k+ Blog Subscribers in 6 months
- Delivered an average Open rate>20% and Unique click rate>2% with extremely personalized emails at user level.
- Enterprise Sales enablement :Marketing collaterals,Competitor Mapping, Data analytics and marketing operations and leading a team of 4

## **Thapos | Sportsplus -**

**Hyderabad, India**

**Digital Marketing Manager**

Feb'21 to Jun '21

- Increased the blog by 11% month - on - month traffic, Domain Authority increased to 48 from 13 previously, contributing to 18% organic increase in leads
- Formed a community of micro-influencers on twitter for content engagement enabling a discussion on trending topics.
- Developed 3 content led entertainment sites within 2 months for community creation and content branding.
- Led the performance marketing effort on Google, Facebook and Instagram while leading a team of 2

## **Dr Reddy's Foundation - Reason for Change - Better Opportunity**

**Hyderabad, India**

**Assistant Manager – Marketing** - Budget handled - INR 2 Lakhs or USD 2000

Dec '16 to Jan '21

- Shifted offline marketing focus to online marketing platforms and Owned, Conceptualized, developed and implemented effective search engine optimization (SEO) strategies for 15 campaigns across industries saving 40% of marketing budget.
- Developed a robust pipeline of new programs for social issues and CSR activities
- Developed digital marketing programs for customer acquisition, upsell & cross-sell, customer retention, content marketing, and agent direct marketing.

I have also worked at PropTiger as a Relationship Manager in 2016 for about a year.

## **EDUCATION:**

**Advanced Diploma in Digital MARKETING**

UpGrad | MICA

Jun '21 to Mar '22

**MBA – Marketing, Delhi , INDIA**

New Delhi Institute of Management

Jul '14 to May '16

**B.Com– Computers, Hyderabad TS, Osmania University**

Jul '11 to May '14

## **Digital Marketing Tools Worked on**

Ahrefs, SEMrush, Snovio, Outplay, Close, Rally, Asana, Factors.ai, Lempod, Taplio, FreshWorks Suite, Snitcher, RB2B, GTM, Google My Business, Google Ads, LinkedIn Ads, Clay, Chat GPT, Gemini, Claude, Slack, Surfer, PhantomBuster, Calendly, Make.com, Zapier, Grammarly, Taboola, Paved, BeeHiv, Substack, Brevo, Youtube Studio, Debounce, Sales Navigator, Apolo.io, Tableau, Looker Studio, MS Excel, Google Sheets, Google Docs, Google Slides, Office 365 Word, Excel, PPT, GA4, and more

## **Languages Known**

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English - Reading, Writing, Understanding

Hindi - Reading, Writing, Understanding

Telugu - Reading, Writing, Understanding

Arabic - Reading, Writing - Basic Level - Learning from Duolingo

Urdu - Reading, Writing, Understanding

German - Reading- Basic Level - Learning from Duolingo

## **Additional Information**

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- Taught Digital Marketing course in 2017 as Freelancer at Harshini Tech for 8 months
  - Awarded a cash prize of INR 4,000 for leading a new program from idea to launch by COO of the Organization.
  - Awarded the employee of the year for the contributions made to the organization projects.
  - Delivered 2 orientation programs in rural districts for family owned businesses on "Online Marketing"
  - Certified LinkedIn Marketing Insider - certified by LinkedIn
  - Awarded 2x Best Employee of the Quarter @Avance Consulting with INR 5,000 cash prize
  - Knows **Amazon Ads**(Seller Central, DSP) **Flipkart Ads**, Tableau, Salesforce(Admin and **Marketing Cloud**, Google Cloud Certified, **Google Ads Certified**, **Facebook Ads Certified**
  - My Campaign works over my [career](#).
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