

# Muhammad Shahid Shah | Digital Marketing & CRM Professional

Current Location : Jeddah, Saudi Arabia | Cell : +966 54 2600805 | Email : shahid.shah@hotmail.com | Web : www.shahid.pk

## About

Acknowledged as an intuitive Digital Marketing, CRM & Technology professional, strategist and profit-driven leader, expert in conceiving complex business solutions that stimulates right use of systems and technology and empower business to excel. Leveraging digital marketing innovations to connect brands with right customers to deliver unique customer experience which result revenue and business growth. Cornerstones of a career **20+** years of experience distinguished by sustained accomplishment for various business industries i.e. Automotive, Manufacturing, Retail, Hospitality and Consulting. Backed by a highly technical background in digital marketing, performance marketing, inbound marketing, business process improvement, oracle database, software development, web, mobile apps, corporate networks, and data mining and retail operations.

## Expertise

Digital Marketing	Customer Engagement (Retail)	Technology
Social Media Marketing	Store Traffic Analytics	Databases (Oracle, MySQL & MSSQL)
Performance Marketing	Store Heat Maps	Web Development & Mobile Apps
In-Bound Marketing	In-Store Customer Engagement	E-commerce Platforms
Email & SMS Marketing	In-Store Customer Data	Video Contents Productions & Scripting
Content Marketing	Customer Journey Tracking	CRM Systems Zoho, MS Dynamics & Open source
SEO, PPC, Display, Video, Mobile Apps Ads	Leads Conversion Tracking	ChatBots & Process Automation

## Professional Experience (Saudi Arabia)

<b>Employer</b>	Balubaid Group of Companies	<b>Leading “Balubaid Group’s – Digital Marketing &amp; CRM Departments” while managing a diverse team of content writers, data specialists, graphic designers, web developers and call center team to achieve marketing and sales goals;</b> <ul style="list-style-type: none"> <li>Google Certified Partner for Online Ads &amp; Analytics</li> <li>Established full scope in-house agency/team to execute all Digital Marketing initiatives which includes enterprise system integration with web, call center, SMS gateways and social media channels management and online campaigns execution</li> <li>Grew YoY web traffic 10x, in-bound calls 20x and inbound leads by 30x through combined online and direct marketing campaigns.</li> <li>Led digital marketing strategy and process development for all group companies including SEO, email, web, social and paid media</li> <li>Customer Experience Delivery &amp; Engagement</li> <li>Generated 10,000+ leads per month for Automotive retail platform through highly optimized multi-channel digital marketing campaigns</li> <li>Increased automotive showrooms footfall to support 70+ sales reps across KSA through online campaigns</li> <li>Built and A/B tested robust email marketing campaigns to a database of 500,000+ unique recipients</li> <li>Responsible for all group Websites Development, Deployment &amp; Enhancement</li> <li>Lowered website development and maintenance expenses by 70%</li> <li>Big Data Analytics &amp; Data Quality Assurance</li> <li>Call Center Management, SMS Marketing &amp; Gateway integrations</li> <li>Sourced and implemented cutting edge thermal based people counting system across 10 different cities at Automotive showrooms</li> <li>Established and implemented processes for customer touch points to capture data for remarketing</li> <li>Increased footfall and sales across retails business FnB &amp; Malls by executing highly targeting campaigns</li> </ul>
<b>Position</b>	Corporate Digital Marketing and CRM Manager	
<b>Tenure</b>	Jan – 2013 ~ Present	
<b>Reporting</b>	EP & Managing Director	
<b>Organization</b>	A multi-dimensional business group partner with several international business chains includes automotive, food chains, real estate investments, leasing & finance, manufacturing and light industrial operations.	
<b>Location:</b>	Jeddah Saudi Arabia	
<b>Current Position Highlights</b>	Digital Marketing Innovations Social Media Management Leads Generation Proximity Marketing Customer Data Capture Customer Engagement Customer Loyalty Performance Marketing Campaigns Planning Web Development Business Analytics Retail Analytics Call Center Integration	



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## Professional Experience (Saudi Arabia)

<b>Employer</b>	Balubaid Group of Companies	<p><b>Was</b> responsible for overall implementation and post implementation scenarios fulfillment of Automotive After Sales Solutions using (Oracle Apps 11.5.10) while providing the direct technical and functional support to the business functions. Supported various projects for ad-hoc and Business Intelligence Reporting by using Oracle and other technologies.</p> <p><b>Accomplishments:</b></p> <p><b>Highly Successful Oracle Apps Implementation:</b></p> <ul style="list-style-type: none"> <li>▪ Played a leading role in the highly successful <b>Oracle Apps</b> implementation in <b>Balubaid Group of Companies</b> at enterprise level. While implementation I was aligned with the Oracle Apps implementation partner (<b>Oracle Consulting</b>) and all stakeholders to ensure the solution design and process mapping according to the business scope.</li> <li>▪ Optimized the system performance post go-live</li> <li>▪ Data migration and integration with legacy application</li> <li>▪ Managed the highly structured Project documentation by using Oracle AIMS methodology while updating and reviewing the project plan to timely achieve the milestones.</li> <li>▪ Developed various custom interfaces with Oracle Apps to 3<sup>rd</sup> party</li> <li>▪ Developed seamless integration with General Motors warranty data processing.</li> <li>▪ KPI's : Service to Delivery, Parts Order to Delivery, Warranty Claims Processing, Workshop Load Management, Live Financial Performance, Service Reminders to Conversion, Appointment to Conversion</li> </ul> <p>Supported various projects for ad-hoc reporting and Business Intelligence Reporting by using Oracle and other technologies. Oversaw the actions UAT, stress testing and real time go-live support across BGC network.</p>
<b>Position</b>	Oracle Techno-Functional Project Lead	
<b>Tenure</b>	Nov – 2007 ~ Dec – 2012	
<b>Reporting</b>	Director IT	
<b>Organization</b>	A multi-dimensional business group partner with several international business chains includes automotive, food chains, real estate investments, leasing & finance, manufacturing and light industrial operations.	
<b>Location:</b>	Jeddah, Saudi Arabia	
<b>Technology Usage</b>	Oracle CRM Oracle Installed Base Oracle Service Contracts Oracle Field Service Oracle Order Management Oracle Purchasing Oracle AR/AP/FA/GL/CM Oracle Database Oracle Forms & Reports Oracle XML Publisher XML, ASP & ASP.NET Open Source	

## Professional Experience (Pakistan)

<b>Employer</b>	Maple Leaf Cement Limited	<p><b>Was</b> responsible for overall IT management including implementation of Oracle Applications (SCM, OPM, eAM, Financials &amp; HRMS). Oversaw the 8 dedicated IT/Project resources consisting of a functional system analyst, technical developer, an operations analyst, technical support staff and a network administrator to manage the enterprise IT support model for 1500 plus employees across 4 locations.</p> <p>Managed the legacy data migration in custom schema with web based custom solution development. Performed the infrastructure development, business process improvement and electronic communication (wired &amp; wireless) to support the corporate connections between headquarter and remote locations.</p> <p>Played a key role in IT culture development and change management by using common workshops method and trainings to develop the technology usage knowledge and to achieve the organization.</p>
<b>Position</b>	Manager IT	
<b>Tenure</b>	Jan – 2007 ~ Oct – 2007	
<b>Reporting</b>	Group General Manager IT	
<b>Organization</b>	One of the leading cement manufacturers in Pakistan with state of the art 3 FLS based cement production capacity 12,000 TPD.	
<b>Location:</b>	Lahore Pakistan	
<b>Technology Usage</b>	Oracle Applications Oracle Database Oracle Forms & Reports	

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## Professional Experience (Previous)

<b>Employer</b>	Dow AgroSciences	<p>Responsibilities includes analyzing and implementing the best information technology practices to automate the business processes for customized CRM &amp; ERP based development for all business factors, including company vision, long-range planning and customize development processes. Instrumental in all departmental operations especially in Finance, Sales Accounting &amp; Payroll: Providing functional support for all business areas. Minimized automated business process up to 70% by directing new procedures in the new system.</p> <p>Designed improved CRM &amp; ERP based systems using Oracle Technologies &amp; implemented nationwide in 11 cities and trained and educate end-users to improve functionality of sales accounting, customer centric services &amp; support. Plus design and execute sales analysis and financial data presentations to senior management.</p>
<b>Position</b>	Manager MIS	
<b>Tenure</b>	Aug – 2004 ~ Dec – 2006	
<b>Reporting</b>	C.E.O	
<b>Organization</b>	A US based multination Agro Chemical business unit with existence of 11 locations across the Pakistan.	
<b>Location:</b> Karachi Pakistan		

## Professional Experience (Pakistan)

<b>Employer</b>	Pioneer Cement Limited	<p>Was instrumental in IT and Finance by streamlining business processes and implementing information technology resources by using Oracle Database 8/8i &amp; Oracle Development tools (Forms 6i, Reports 6i) to provide all aspects of systems development and network &amp; web administration and system support.</p> <p>Oversaw the day-to-day system operations and evaluate software and hardware to provide leading edge computing. Managed the full cycle implementation of Oracle based customized solution, Coded numerous projects, including analyzing needs for data structures and processing routines, developing prototype and production code, and supervising testing. Guided Intranet development and deployment from initial phase through company-wide roll-out. Placed technical support manuals on-line to allow easy access by all users</p>
<b>Position</b>	Assistant Manager IT	
<b>Tenure</b>	Oct – 1999 ~ Jul – 2004	
<b>Reporting</b>	D.G.M Audit & Systems	
<b>Organization</b>	A Leading cement manufacturer in Pakistan with state of the art FLS based cement plants.	
<b>Location:</b> Karachi Pakistan		

## Academic Credentials/Achievements

Google Certifications	:	Mobile, Search, Display & Video Ads, Analytics, Digital Sales
Certified Master Project Manager (MPM™)	:	American Academy of Project Management – USA, February-2008
Master of Commerce	:	Karachi University 2007
Bachelor's in Computer Science	:	Florida Green University, Karachi, 1996-1998
Bachelor's in Commerce	:	Karachi University, 1994-1997
Microsoft ASP .NET Certificate	:	Apetech Institute of Computer Science Karachi
Various Certifications	:	SQL/ PL-SQL, Oracle Developer, E-commerce, Oracle OPM, Discrete, EAM, Financials, HRMS & Self Service, SOA, Oracle Database Warehousing & OLAP

## Digital Transformation

Digital Transformation is not just about buying new systems ... it's a way to fulfill many needs and challenges, it's about business outcomes. The pace of digital transformation is rising exponentially and customers are looking for better digital experiences across all touch points. Companies that embrace digital capabilities transform themselves just not only survive, but thrive in the new cutting edge economy. A mobile-first design mentality, consistency of products and promotions, more personalized company interactions, and a single 360-degree view of the customer are key to reaching this maturity level. Integrated customer experience is about designing a consistent and seamless customer journey across all company interactions—from web to mobile to smart devices (IoT – Internet of Things).