

## About

Storyteller at heart and Marketing Specialist by trade. Helping businesses to create the perfect marketing strategies to reach their goals by crafting stories, driving engagement, and creating memorable experiences for brand and customers.

Positive and result-oriented professional with more than 25 years of innovative and diversified experience across various industries including FMCG, Agriculture, Automotive, Manufacturing, Retail, Hospitality, Financial Markets, and Consulting. My expertise lies in building and implementing effective business processes and solutions, with a focus on utilizing technology to achieve desired levels of business growth while minimizing costs.

Throughout my career, I have been recognized for my ability to drive significant cost reductions and improve revenue and profits through the implementation of business process reengineering initiatives. Additionally, my expertise in team building and leadership has been instrumental in achieving these results.

## Core Hands-On Expertise – Functional & Technical

- ✓ Marketing
- ✓ MarTech
- ✓ Marketing Strategies
- ✓ Brand Development & Management
- ✓ Product Development
- ✓ Performance Marketing
- ✓ Merchandising Function
- ✓ Market Research
- ✓ Business Development
- ✓ Customer Communication
- ✓ Digital Marketing
- ✓ Content Management
- ✓ Campaigns Management
- ✓ Search Engine Optimization
- ✓ eCommerce Channel Development
- ✓ Online Remarketing
- ✓ Social Media Platforms Management
- ✓ WhatsApp Business & SMS Marketing
- ✓ CRM Applications & Integration
- ✓ Customer Satisfaction Initiatives & NPS
- ✓ Leadership
- ✓ Project Management
- ✓ Data Analysis
- ✓ Change Management
- ✓ Talent Development
- ✓ Team Management
- ✓ Digital Assets Management
- ✓ Business Process Reengineering
- ✓ Account Management
- ✓ Supply Chain Management

## Work Experience (Saudi Arabia Nov-2007 ~ Present) 14th Years .....

Employer	Position → Reporting to CEO	Tenure
Tabuk Agricultural Development Company Limited	General Manager – Marketing	Jan 2021 ~ Present
<b>About Tabuk Agriculture Company:</b> TADCO is one of the most successful agricultural companies in the Middle East for over 38 years, TADCO has been a landmark in agriculture in the Middle East, proudly serving its stakeholders and the agricultural community with its pioneering agricultural technology. Tabuk region in the North-West of Saudi Arabia is famous for agriculture, nestled in fertile lowlands surrounded by mountains and hills. The moderate climate and high fertility of the soil, coupled with pure fresh groundwater makes the region an ideal location for producing finest quality fruits, vegetables & olives.		
As a marketing leader, responsible for developing and implementing marketing strategies, creating marketing materials, organizing and hosting special events to promote the business, and participating in networking events and conventions. One of my key contributions to the sales function has been re-engineering sales operational processes. This has entailed implementing effective lead-generation techniques, developing interactive business relationships, utilizing consultative selling techniques, and creating persuasive account strategies to sell customized products in a competitive marketplace. Through these efforts, I have effectively positioned the organization as a leader in its respective industry, generating consistent growth and profitability.		

### Accomplishments

- ✓ Re-established marketing department to execute all Marketing & Business Development initiatives
- ✓ Enhanced leads generation process, social media management, customer communication & brand awareness campaigns
- ✓ Launched online sales channels with eCommerce website and native iOS and Android Apps
- ✓ Lowered digital marketing & website development and maintenance cost by 75%
- ✓ Established and implemented processes for customer touch points to capture data for remarketing
- ✓ Effective utilization of marketing budgets
- ✓ Providing market trends and research reports to assist in the acquisition of new customers across the business levels
- ✓ Keeping corporate standards to ensure consistency in the branding, content, messaging, and look-and-feel
- ✓ Developed the sales presentation portfolio for key accounts
- ✓ Recognized a niche market in the FMCG industry that has proved to be highly successful
- ✓ Launched new products based on in-depth market research
- ✓ Established marketing brand guidelines, marketing campaign procedures, and customer relations guidelines
- ✓ Enhanced the product merchandising function by implementing cloud base application
- ✓ Established market research function and conducted in-depth research for market competition
- ✓ Facilitating strategies with other departments to support business objectives

# Muhammad **SHAHID** Shah

Marketing | MarTech | Digital Marketing | Market Research | CX | Digital Transformation | eCommerce | Analytics

Employer	Position → Reporting to COO	Tenure
Balubaid Group of Companies	Corporate CRM & Digital Marketing Manager	Jan 2013 ~ Dec 2020
<b>About Balubaid Group:</b> Established in 1952, Balubaid Group of Companies (BGC) today is a modern, diversified holding company whose operating activities span eight sectors in the Kingdom of Saudi Arabia. Starting from a humble spare parts trading operation over 60 years ago, Balubaid has evolved into a multi-business enterprise with interests in automotive retail, automotive aftermarket, industrial and service equipment, transportation, real estate, financial services, manufacturing, and hospitality.		
As a leader in the realm of digital marketing and CX, I have successfully spearheaded various initiatives at the group level. Working closely with C-level executives, I have effectively defined and aligned marketing objectives with business goals, leading to the formulation of an omni-channel strategy that has yielded exceptional results. In my role, I oversee the management of call center operations and the in-house digital marketing team, ensuring the execution of all initiatives, including campaign planning, integration, and execution across all digital channels. My focus is on delivering optimal customer experiences and creating positive brand impressions, resulting in quality in-bound leads from all customer touchpoints. To drive increased online traffic to the business unit website, I have developed robust strategies, which include tracking conversions and continuously improving the conversion rate. Additionally, I consistently monitor and assess competitors' digital marketing strategies, creating plans to surpass them in line with business objectives. In addition to my proactive approach to digital marketing, I conduct smart surveys to gather customer feedback, enabling the organization to refine and improve its offerings and customer experience continually.		

## Accomplishments

- ✓ Established full scope in-house agency/team to execute all CX & Digital Marketing initiatives which includes enterprise system integration with call center, Web, SMS gateways and social media channels management and online campaigns
- ✓ Implemented VIOP based call center infrastructure
- ✓ Sourced and implemented cutting edge thermal based people counting system across Automotive showrooms network
- ✓ Lowered website development and maintenance cost by 70%
- ✓ Established and implemented processes for customer touch points to capture data for remarketing
- ✓ Developed mobile based customer data capture system
- ✓ Captured 6 Million+ prospects database for targeted campaigns
- ✓ Effective utilization of online remarketing campaigns and budgets
- ✓ Increased footfall and sales across retails business i.e. Automotive, FnB & Malls by executing highly targeted campaigns
- ✓ Providing market trends and research reports to assist in the acquisition of new customers across the businesses
- ✓ Keeping corporate standards to ensure consistency in the branding, content, messaging, and look-and-feel of all internal and external communications and marketing materials

Employer	Position → Reporting to PMO	Tenure
Balubaid Group of Companies	SME & Project Leads Oracle Applications	Nov 2007 ~ Dec 2012
<b>Responsibilities</b> includes for overall Oracle Applications implementation and post implementation scenarios fulfillment of Automotive After Sales & CRM Solutions while providing direct technical and functional support to the business functions. Supported various projects for ad-hoc and Business Intelligence Reporting by using Oracle and open-source technologies.		

## Accomplishments

- ✓ Played a leading role in a highly successful Oracle Apps implementation in Balubaid Group at enterprise level.
- ✓ While implementation I was aligned with the Oracle Apps implementation partner (Oracle Consulting) and all stakeholders to ensure the solution design and process mapping according to the business scope
- ✓ Optimized the system performance post go-live & Data migration and integration with legacy application
- ✓ Managed the highly structured Project documentation by using Oracle AIMS methodology
- ✓ Developed custom interfaces with Oracle Apps seamless integration with General Motors warranty claims system
- ✓ **KPI's developed:** Service to Delivery, Parts Order to Delivery, Warranty Claims Processing, Workshop Load Management, Live Financial Performance, Service Reminders to Conversion, Appointment to Conversion

# Muhammad **SHAHID** Shah

Marketing | MarTech | Digital Marketing | Market Research | CX | Digital Transformation | eCommerce | Analytics

## Work Experience (Pakistan Oct-1999 ~ Oct-2007) – 8 Years

Employer	Position → Reporting to Director IT	Tenure
Maple Leaf Cement Limited	Manager IT	Jan 2007 ~ Oct-2007
<b>Responsibilities</b> includes for overall IT management including implementation of Oracle Applications (SCM, OPM, eAM, Financials & 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		

### Accomplishments

- ✓ 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 & wireless) to support the corporate connections between headquarter and remote locations.
- ✓ 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

Employer	Position → Reporting to CEO	Tenure
Dow AgroSciences	Manager MIS	Aug 2004 ~ Dec-2006
<b>Responsibilities</b> includes analyzing and implementing the best information technology practices to automate the business processes for customized CRM & 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 & Payroll: Providing functional support for all business areas. Minimized automated business process up to 70% by directing new procedures in the new system.		

### Accomplishments

- ✓ Designed improved CRM & ERP based systems using Oracle Technologies
- ✓ Implemented nationwide in 11 cities and trained and educate end-users to improve functionality of sales processes
- ✓ Designed and executed sales analysis and financial data presentations to senior management

Employer	Position → Reporting to PMO	Tenure
Pioneer Cement Limited	Assistant Manager IT	Oct 1999 ~ Jul 2004
<b>Responsibilities</b> includes for overall IT by streamlining business processes and implementing information technology resources by using Oracle Database 8/8i & Oracle Development tools (Forms 6i, Reports 6i) to provide all aspects of systems development and network & web administration and system support		

### Accomplishments

- ✓ 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
- ✓ 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

## Academic Credentials

Master of Business Administration	:	Karachi University 2001-2003
Bachelor's in Computer Science	:	Florida Green University, 1996-1998
Bachelor's in Commerce	:	Karachi University, 1994-1997
Certified Digital Marketeer	:	Digital Marketing Institute Ireland, 2012
Google Certifications	:	Mobile, Search, Display & Video Ads, Analytics, Digital Sales
Certified Master Project Manager	:	American Academy of Project Management – USA, February-2008
Microsoft ASP .NET Certificate	:	Apotech Institute of Computer Science Karachi
Technical Certifications	:	SQL/ PL-SQL, Oracle Developer, E-commerce, Oracle Database

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