

Syed Ahmad

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Versatile technology and digital marketing professional with expertise in digital marketing, web application development, and project management. Dedicated to internet marketing and professional product development with studies at London School of Management and IT. Seeking opportunities where I can apply my diverse skill set to leading and contributing to digital marketing, product management, and web development initiatives. Open to relocation.

HIGHLIGHTS

- ✓ Founded and led two successful digital consulting firms serving global clients.
- ✓ Managed many successful software development projects using Agile methodologies.
- ✓ Designed and executed digital marketing strategies for several clients with tangible results.
- ✓ World traveler with strong abilities to work with clients of any culture, having lived for several years in Moscow, London, Paris, Beijing, Brussels, Amsterdam and Delhi.

EXPERIENCE

Co-Founder, Boostmystartup.com - SF, USA & Islamabad, Pakistan Aug 2012 - present
Established a full-service digital agency that specializes in helping startups by providing software development services.

- ✓ Managed full project for a website development initiative for Canadian startup Womadz, a crowdsourced ad platform that hosts online video contests for brands.
- ✓ Project manager for site development, product enhancements, and support for Jobatar, a UK-based on demand video interviewing platform. Interacted with ownership to establish requirements and led team through product delivery.
- ✓ Led several teams as project manager to build multiple ecommerce sites for clients.
- ✓ Set and tracked project timelines and assigned tasks to team members. Negotiated project deadlines and costs and maintained communications to keep stakeholders informed of progress and manage expectations.
- ✓ Monitored and measured team performance in accordance with set KPIs.
- ✓ Utilized Agile project management methodologies and led Scrum meetings.

Co-Founder, Face44.com - Brussels, Belgium & Islamabad, Pakistan Jan 2013 - Feb 2017
Founded a digital design firm focused on web, mobile apps, logos/branding assets, and general graphic design services.

- ✓ Launched company as “Schematic Strategies” and rebranded as Face44.
- ✓ Sold web design and development services worth \$250K+ in first 18 months of operations, prompting European investors to become partners.
- ✓ Recruited, hired, mentored, and motivated a team of up to 18 design professionals.
- ✓ Designed and executed a multi channel digital lead generation strategy.
- ✓ Prepared quotes, proposals, and contracts for global client prospects based in the US, Canada, and Europe.
- ✓ Guided clients and team members on marketing initiatives.
- ✓ Defined project scopes, set timelines and estimates, tracked deliverables, and managed client expectations throughout project lifecycles.
- ✓ Managed relationships with key clients and strategic partners.

E-Commerce Strategic Manager, Clarybusinessmachines.com San Diego (US) & Islamabad, Pakistan

Feb 2011 - June 2012

- Played key role in South American market penetration through implementation of an e-commerce site to sell a Toshiba multifunctional printers.
- Project manager for daily web development efforts. Wrote SEO-rich product descriptions, brochures, and specification sheets.
- Collaborated with developers and SMEs to establish technical vision and analyze tradeoffs between usability and performance needs.
- Contributed to content management, A/B testing, web analytics (Google Analytics), and lead generation through website live chat.
- Employee of the Month for May 2011.

Customer Service Assistant, Tesco Stores Ltd - London

Nov 2005 - March 2010

Warehouse Operative, Harrods Ltd. - London

Nov 2008 - Feb 2009

EDUCATION & CERTIFICATION

Post Graduate Diploma in Management and IT Studies, London College of Management and IT (2009)

Diploma in Business Administration, Oxford College of Management Studies (2008)

Bachelor of Arts in Sociology, Education, and Journalism, Government University Islamabad (2013)

Google Adwords Certified.

SKILLS

- Data Analysis
- Search Engine Marketing
- Email Marketing
- Mobile Marketing
- Google Search Console
- Business Requirement Analysis
- Web Application Development
- Pay Per Click Marketing
- Search Engine Marketing
- Google Adwords
- Keyword Research
- Google Analytics
- Mobile Application Development
- Paid Social Media Advertising
- Content Marketing
- Linked-in Paid Ads
- Agile Project Management
- E-commerce Management

INTERESTS

Sports enthusiast and badminton player on the college and local club levels. Travel, acoustic guitar, problem solving, tech blogs, gadgets and smartphones, startup culture, dashboard analytics, design and layout.