

Syed Shah Noor Hussain

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Education

Oct 2022 – Jan 2025 **Masters of Science: Business Administration – Digital Technology Management**
Munich University of Applied Sciences – Munich

Aug 2017 – Dec 2021 **Bachelors of Science: Business Administration**
Karachi Institute of Economics and Technology – Karachi

Experience

Performance Marketing Specialist - Muscat Livestock, Oman & UAE (Remote) **Sep 2024 – Present**

- Managed six figures monthly budget across Google/Meta campaigns, optimizing **tROAS strategies** to achieve **5x ROAS**.
- Implemented ad tracking and analytics with Google Tag Manager (GTM), Google Analytics 4 (GA4), and Meta Pixel.
- Implemented Smart Bidding rules to reduce CAC by 25% for high-intent traveler segments.

Working Student Digital Marketing - Brainlab, Munich Germany **Mar 2023 – Aug 2024**

- Managed Google and Meta Ads campaigns for healthcare professionals, achieving a 15% increase in qualified lead.
- Scaled lead-nurturing by building Salesforce/Pardot workflows, improving lead-to-MQL conversion by 25% for surgical tools.
- Provided data-driven insights to stakeholders, enhancing customer engagement and campaign ROI.

Performance Marketing Manager - Mithra and Co (D2C Jewelry), Karachi Pakistan **Jan 2022 – Dec 2022**

- Led paid campaigns on Meta, Google, TikTok with 6 figures budget and achieving ROAS of 5x.
- Monitor Shopify integrations, GA4 tracking, and email automation.
- Developed and optimized tracking systems for advertising attribution and data-driven decision-making.

Assistant Performance Marketing Manager - Marketing Sprout, Karachi Pakistan **Jan 2021 – Jan 2022**

- Managed Meta, TikTok, Pinterest, and Google Ads campaigns.
- Monitored campaign performance, tracking key performance indicators (KPIs) like ROAS, CAC, and LTV.
- Designed and executed A/B testing, improving ad CTR by 35% across multiple clients.

Skills

Performance Marketing	Google Ads, Meta Ads, TikTok Ads, Apple Search Ads, Pinterest Ads
SEO & SEA	Google Search Console, Keyword Research, Competitor Analysis
CRM & Email Marketing	Klaviyo, Mailchimp, HubSpot, Pardot, Lead Nurture, Segmentation, Automation, HTML
Analytics & Tracking	Google Analytics 4, Google Tag Manager, Looker Studio, SQL (Learning)
Organization Tools	Ms Excel, Powerpoint, Word, Notion, Wrike,
Project Management	Campaign structuring, Agile, KPI Optimization, Performance reporting
Soft skills	Communicative, Team Player, Goal-Oriented, Problem Solver, Analytical Thinker
CMS Platforms	Wordpress, WooCommerce, Shopify, HTML/CSS (Basics)

Certifications

- Google Search Ads
- Apple Search Ads
- Google Foundation of Digital Marketing and E-commerce
- Klaviyo Email Marketing
- ChatGPT Complete Guide: Prompt engineering
- Inbound Marketing – Hubspot

Languages

- English – Fluent
- Urdu - Native
- German – (Improving towards B1)

Interests

- Sports - Karate
- Listening growth, finance, marketing podcast
- Reading books

References

Jakob Barth-Christner

Brainlab

Senior Manager Digital Channels

<https://www.linkedin.com/in/jbarthchristner/>

Madeeha Muneer

Mithra and Co.

CEO

<https://www.linkedin.com/in/madeeha-m-67a09ab6/>