USMAN KHALID

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Professional Summary

Results-driven full-stack marketing professional with 10 years of experience in **Digital Marketing, Marketing Strategy, Digital Media Planning, and Performance Marketing**. Proven track record of optimizing marketing conversion funnels, driving customer acquisition, and improving ROI through data-driven strategies. Adept at leveraging analytics tools to extract insights and enhance marketing performance. Skilled in managing paid media campaigns across multiple channels, including **Google Ads, Meta (Facebook/Instagram), Programmatic, and Affiliate Marketing**. Strong cross-functional collaboration experience with **creative, product, and sales teams** to align marketing initiatives with business objectives.

Core Competencies

- Marketing Analytics
- Marketing Research
- SEMRush
- Hubspot
- SEO
- Digital Buying
- Content Marketing
- Google Tag Manager
- Campaign Planning
- Budgeting
- Google Analytics
- Email Marketing
- Google Firebase
- Growth Hacking
- Events Marketing
- Media Planning

Professional Experience

OneZero Solutions | Senior Manager, Paid Media

Texas, United States | May 2024 – Present

- **Launched geo-targeted paid campaigns,** driving a **30% increase in lead acquisition** and a **10% boost in conversions** for clinics and providers.
- **Led email marketing programs**, resulting in a **40% increase in landing page visits** and a **10% rise in lead acquisition**.
- **Implemented A/B testing** to optimize ad creatives, landing pages, and targeting, leading to a **30% uplift in provider acquisition** through personalized strategies.
- **Optimized marketing funnels using HubSpot**, automating lead capture, nurturing, and conversion tracking, which **enhanced lead conversion rates by 12%**.
- **Launched referral marketing initiatives**, driving a **20% increase in provider engagement**.

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IntraCare | Senior Manager, Performance Marketing

Carrollton, United States | July 2023 - April 2024

IntraCare is a leading name in the US healthcare sector. The company aims to revolutionize the broken US healthcare system through technology and redefining processes

- **Developed and executed multi-channel paid acquisition strategies** across Google Ads, Facebook, LinkedIn, and programmatic platforms, **increasing patient appointments by 20%** and driving **$1M in revenue during the AEP period**.
- **Optimized marketing campaigns and processes using HubSpot** and other tools, automating lead capture, nurturing, and conversion tracking, **reducing cost per acquisition (CPA) by 15%** through data-driven bidding and audience segmentation.
- **Launched A/B testing initiatives** to enhance ad creatives, landing pages, and targeting, **improving lead conversion rates by 6%** through optimized marketing automation workflows in HubSpot.
- **Redesigned communication strategies, website architecture, and patient onboarding flow**, **reducing CAC by 15%** and **increasing CTR by 8%**.
- **Developed CRM-based workflows and automation** to streamline sales processes, **boosting outbound campaign conversions by 30%**.
- **Enhanced brand visibility and lead generation**, driving a **30% increase in MQLs within six months**.
- **Managed a $1M+ PPC budget**, **lowering CPL by 25%** through audience segmentation and A/B testing.
- **Increased blog traffic by 50%** and **social media engagement by 30%** through strategic content marketing.

CloudLead | Senior Manager, Digital Marketing

Clients: NewEgg, Jack & Jones, Accor Hotels, Mitsubishi | January 2018 - June 2023

- **Launched remarketing campaigns** for NewEgg**, increasing retention** by **15%** and **repeat purchases** by **10%.**
- **Redesigned Accor Hotels' website**, **reducing bounce rate** from **30% to 10%** and **checkout drop-offs** from **40% to 25%**.
- **Created short-form videos** to promote new arrivals and deals, **leading to a 30% average increase in engagement metrics** (video views, interactions, clicks, etc.) for Jack & Jones, Canada.
- **Executed A/B testing** leading to an average **10% increase in online sales** of the computer peripheral category for NewEgg.
- **Developed app acquisition strategies**, achieving **1,000+ downloads in the first month** and **15% monthly growth** for NewEgg.
- **Executed lead generation campaigns**, resulting in a **20% increase in marketing-qualified leads (MQLs)** from dealers for Mitsubishi Canada.
- Executed dealer-focused lead generation campaigns for Mitsubishi Canada, resulting in a **20% increase in marketing-qualified leads (MQLs)**.

- Leveraged **HubSpot and other marketing automation tools** to streamline lead management and nurture campaigns, **improving email open and conversion rates by 10%** through targeted segmentation and automation.
- **Utilized Google Analytics and Google Tag Manager** to track user journeys, optimize conversion paths, and enhance campaign performance, **increasing website traffic and organic search rankings,** leading to a 5% rise in qualified leads.
- Led A/B testing of landing pages, CTAs, and ad creatives, **boosting conversion rates by 25%** and **increasing room reservations through the Accor Hotels website by 20%**.

Rocket Internet SE – Jovago.com | Digital Marketing Manager

July 2014 - December 2017

Jovago, backed by Rocket Internet, was the leading website for online hotel booking in emerging markets and Africa.

- Developed a B2B performance marketing strategy, resulting in a **30% increase in hotel and resort acquisitions**.
- Signed 50+ affiliates to drive marketing-qualified leads (MQLs) for hotels via digital channels, contributing to a **20% increase in MQL acquisition**.
- Leveraged social media and influencers to increase brand awareness, **driving a 30% rise in organic traffic**.
- Rolled out personalized B2C campaigns to attract travelers, **achieving 20% month-over-month (MoM) growth** across search, display, video, and paid social channels.
- Implemented email marketing programs with Mailchimp, **increasing click-through rates (CTR) by 30%** through personalized messaging.
- Collaborated with sales to develop a trade marketing strategy, **resulting in a 20% increase in hotel signups**.
- **Converted 40% of churned traffic** into paying users through remarketing and custom audience targeting.
- Optimized cross-channel marketing campaigns, **increasing average order value from $300 to $500** for the low-budget category.

JWT Worldwide | Assistant Manager, Clients

October 2013 - February 2014

- Served as the client's daily contact and supervised the day-to-day needs of the clients.
- Conduct pre and post-campaign marketing research to gauge the effectiveness of the campaign for the client Shell Rimula.
  Key member on the Walls account for the brand Cornetto with a concentration on the instant load campaign which includes proposing production budgets and other costs associated with the development of the TV and Radio commercial.
- Assist in the national launch, from creative development to proposing production and agency budgets to various clients such as GSK Horlicks, Unilever Sunsilk, etc.
- Briefing the creative team on the development of content for TV, digital (banners

and website refresh), and print executions through the entire creative cycle.

Education

Master of Advertising – Shaheed Zulfiqar Ali Bhutto Institute of Science & Technology (2012-2014)
Bachelor of Business Administration – IQRA University (2008-2012)
Google Analytics Individual Qualification
Google Ads Certification