

Mohamed Shabeel

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Authorized to work in the U.S. – No sponsorship required

SUMMARY

Performance Marketing Manager with 7+ years of experience driving scalable growth across B2B and eCommerce brands. Managed \$3M+ in monthly ad spend across Google, Meta, LinkedIn, Bing, YouTube, Display, and Shopping. Consistently reduced CPL by up to 45%, increased inbound leads by 500%, and achieved over 10x ROAS through data-driven strategy, advanced GA4 analytics, CRO, and marketing automation. Proven track record of turning paid media into measurable revenue growth.

KEY ACHIEVEMENTS

- Managed \$3M+ in monthly ad spend across 45+ accounts in agency environment
- Achieved up to 10x ROAS across multi-channel paid media campaigns
- Reduced CPL by 30–45% on high-spend B2B and eCommerce accounts
- Increased inbound B2B cybersecurity leads by 500% at CTSS Technology
- Improved enterprise ABM engagement by 60% through LinkedIn targeting

CORE COMPETENCIES

Paid Media & Growth Strategy:

Google Ads (Search, Display, Shopping, YouTube), Meta Ads, LinkedIn Ads, Bing Ads, PPC Strategy, Demand Generation, Account-Based Marketing (ABM), Retargeting, Funnel Optimization, Lead Nurturing, Campaign Scaling

Analytics & Optimization:

GA4, Google Analytics, Looker Studio, Power BI, SQL, A/B Testing, CRO, Attribution Modeling, Data Visualization, Competitive Analysis

CRM & Automation:

HubSpot, Salesforce, Marketo, Email Marketing, Marketing Automation, Segmentation, Lifecycle Optimization

PROFESSIONAL EXPERIENCE:

PPC Specialist

1SEO | Apr 2025 – Nov 2025 | Philadelphia, PA

- Managed 45+ client accounts with \$3M+ monthly ad spend across Google, Meta, Bing, YouTube, Display, and Shopping

- Owned full-funnel paid strategy for B2B and eCommerce clients across legal, healthcare, home services, and SaaS verticals
- Achieved up to 10x ROAS on high-performing eCommerce accounts
- Reduced CPL by 30–45% through advanced audience segmentation, search term refinement, bid optimization, and landing page CRO
- Built GA4 + Looker Studio dashboards used for weekly executive client reporting
- Led weekly client strategy calls translating performance data into actionable growth plans
- Conducted competitive analysis and keyword gap research to improve CPA predictability at scale

Marketing Officer

NHS UK | Dec 2022 – Jan 2025 | London, UK (Hybrid)

- Led multi-channel digital campaigns across PPC, LinkedIn Ads, and CRM automation, increasing B2B engagement by 35%
- Reduced CPL by 40% while increasing qualified lead volume through search optimization and targeting refinement
- Improved email open rates by 45% and CTR by 40% through segmentation and automated workflows
- Leveraged HubSpot, Salesforce, and SQL-based reporting to optimize targeting and retention
- Ran continuous A/B testing across ads, landing pages, and email campaigns to drive sustained performance growth

Head of Marketing

CTSS Technology | Jun 2020 – Dec 2022 | Remote, UK

- Increased inbound B2B cybersecurity leads by 500% through SEO, LinkedIn Ads, and targeted ABM campaigns
- Improved enterprise engagement by 60% using high-intent LinkedIn ABM targeting
- Increased lead-to-customer conversion rates by 35% through optimized email sequences and marketing automation
- Managed Google and LinkedIn paid media improving conversion rates by 25% while lowering CAC
- Used SQL and GA4 insights to refine segmentation and attribution, contributing to 20% ROI improvement

Freelance Marketing

Sep 2017 – Jun 2020 | Remote, UK

- Generated \$500K+ in client revenue through SEO, PPC, and funnel optimization for SMB clients
- Improved conversion rates by 35% through landing page testing, CRO, and audience refinement
- Managed paid campaigns across Google Ads, Facebook, Instagram, and YouTube with strong ROAS outcomes

- Delivered long-term SEO growth through content optimization, backlink strategy, and technical improvements
- Built and managed client social media strategies, increasing engagement and brand visibility

EDUCATION AND CERTIFICATIONS

- Bachelor's Degree in Business Management — Staffordshire University
- Master's Degree in Marketing Management — Birmingham City University
- Google Data Analytics Professional Certificate
- Google Ads Search Certification
- Google Ads Display Certification