

# Faisal Mahmud

Transformation & Marketing digital

📍 London, UK

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## Languages

English

## About

Strategic marketing leader with a proven record of steering the development and execution of marketing strategies that maximise engagement (B2B and B2C) and revenue. Highly effective in establishing marketing operations, processes, and technologies to facilitate the creation of unique campaigns and digital experiences that exponentially increase demand and lead generation. Influential communicator who can build, develop, and lead global teams to drive growth initiatives that produce millions of dollars in revenue.

### BRANDS WORKED WITH



## Experience

### ● Interim Performance Marketing Ops Director (D2C, FMCG)

Mars | Jul 2021 - Now

Hire, manage, and develop a 15-member team across Europe (Poland, Germany, France, and UK) to drive deployment of 13 brands for Mars pet nutrition and enable development, delivery, and measurement of TV and digital marketing efforts.

- Review existing data flow and funnel to drive company's transformational journey to become a data-driven brand.
- Create and integrate new marketing framework across four blueprint markets, delivering technical elements of UTM and campaign taxonomy for data tracking and enabling deeper and richer performance visibility to continuously improve brand goals.
- Collaborate with joint business partners to optimize campaigns, increasing YOY efficiencies by 75%.



### ● Digital Transformation Marketing Ops (SME, SaaS)

Palladium Digital | Sep 2020 - Sep 2021

Worked on marketing operations effectiveness programs for B2B SaaS clients (confidential), with a core focus on marketing operations, resource allocation, tech stack, team infrastructure, and lead generation processes.

- Reviewed processes and made recommendations to C-level executives on messaging, channels, campaigns, and measurements.



### ● Board Advisor – Performance Marketing Ops (HealthTech D2C)

ExSeed Health | Jun 2020 - Jun 2021

Worked with co-founders of a med-tech fertility company targeting 25-40-year-old men to shape their direct-to-consumer strategy, ensuring best-in-class marketing operations and technologies were being deployed to maximize revenue.

### ● Head, Performance Marketing Ops & Strategy (FMCG)

Eruptive Brands Ltd | Sep 2019 - Jun 2020

Built a marketing function and cross-functional team (design, UX, social, display, PPC, and content).

- Built briefing process, measurement mechanisms, and onboarded tech stack, including HubSpot, Marketo, Google, and Meta.
- Worked with executives on GAP analysis, competitive overview, SEO landscape, PPC potential, marketing funnel, remarketing, and marketing automation (sales closing through email drip), resulting in a \$500K investment in marketing function.
- Drove scale in a high-growth eCommerce, consumer goods business

(Amazon & Shopify).

- Developed lean digital marketing campaigns at top of funnel, averaging 5K new customer visits in first month.

- Instructed strategy for Facebook Ads, Google Ads, affiliate marketing, Google Analytics, and SEO tools for digital campaigns.



## ● Associate Director Performance Marketing & Media Planning – Contract

Tata Communications | Jun 2017 - Aug 2019

Digitally transformed Tata Communications' global sales and marketing contribution of £2B from 1% to 20% (Cloud, AWS, Cisco, Azure, UCC, MPLS, Network) by focusing on customer acquisition and a digital-first approach.

- Repositioned digital marketing strategy using a multi-channel approach to deploy campaigns using a marketing calendar.
- Owned digital analytics across all marketing and web properties, tracking traffic, page views, time on site, and return visits.
- Built a global marketing team with four internal staff members and eight people from agencies to deliver ABM campaigns.
- Created a CX roadmap management for web and mobile acquisition strategies from A/B and MVT testing, targeting, and personalization across aviation, banking, telecom, and blue-chip verticals.
- Owned all paid digital media campaigns, including content creation, strategy, delivery, and performance optimization.
- Created and developed paid social strategy (Facebook, Twitter, LinkedIn), resulting in a positive ROI.
- Created a successful global workshop format to raise awareness of digital marketing capabilities and activities (80% attendance).



## ● Senior Performance Marketing & Acquisition Consultant – Contract

Royal Mail | Nov 2016 - Jun 2017

Led development, deployment, and optimisation of all consumer digital acquisition activity for Royal Mail across paid channels, including search, display, content, and social with measurable results along on page SEO (search engine optimisation).

- Oversaw direct acquisition activity for a new Consumer ID product and managed low-performing products with a £12M+ budget.
- Defined and tested display advertising, content marketing, and social media in acquisition mix with a focus on Keepsafe and AddressNow products.
- Created and implemented new strategy for AN product targeting £200K revenue in year one.

## ● Director of Global Client Strategy – Contract

Ladder.io | Aug 2016 - Sep 2016

Acted as a consult for clients in banking, fashion, and travel industries on a full suite of digital services, including digital strategy, content, user experience, creative engineering, web, social growth, and brand performance marketing.

- Delivered a consultative service for all clients, including client training, pre-flight campaign checks, media agency pitch management, and media process assessments, resulting in largest client: Travelex (Billing £192K).



## ● Lead, Digital Acquisition & Performance Marketing – Contract

Bupa Global | Oct 2015 - Aug 2016

Led creation and implementation of a digital marketing acquisition strategy by implementing strategic messaging, by touch point, channel and aligning this with buyer consideration process, ensuring delivery of £10.4M revenue.

- Implemented PPC conversion rate improvements via MVT and split testing landing pages, resulting in 583% growth (1.2% to 7%).
- Evaluated buyer consideration process, allowing execution of multi-channel marketing approach (PPC, display, affiliate, social).



## ● Digital Marketing Manager

ActionAid | Dec 2012 - Aug 2015

Led delivery of digital marketing plans and e-commerce activity to improve brand presence and drive fundraising revenue.

- Liaised with international teams to support marketing strategy on a global level and enhanced paid media (social media, SEO, SEM, video, PPC, affiliate, and display) while adopting a test-and-learn approach, increasing online conversion rates by 30%.

- Delivered quarterly digital workshops for organisation worldwide, and covered topics such as PPC, SEO, video, and social media.

- Successfully increased site traffic from paid sources by 15% (PPC, grant, display, VOD, social, retargeting).

- **Head of Online Acquisitions**

Userfarm | Apr 2012 - Dec 2012

Created online strategy plan with a focus on local campaigns across Europe - UK, ITA, ESP, FRA, and DACH.

- Transitioned website to HTML5 with stronger SEO principles, created B2B section for customers, ran PPC campaigns, and drove remarketing ads, acquiring new clients such as eBay Europe, Barilla, TUI, and Alain Afflelou.

- Created a digital marketing pipeline of over €3M in six months through email marketing campaigns and marketing lists.

- Managed a DM campaign to a cold audience with 12% open rates and a further 32% contact rate. Previous Roles

- **Senior Marketing & Social Media Manager**

Asiand8.Com | Jul 2010 - Jan 2012

- **Events Marketing Coordinator**

the National Strategies | Sep 2009 - Apr 2010