

# MUHAMMAD NOMAN

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## PROFESSIONAL SUMMARY

I'm a Growth & Digital Marketing Specialist with 4+ years of experience driving performance marketing, branding, and CRM & marketing automation across markets in the USA, UK, and EU. I love crossing borders, collaborating with international teams, and exploring new markets. I focus on delivering campaigns that drive visibility, engagement, and business growth. I currently hold French Residence (Titre de Sejour).

## EXPERIENCE

### Digital Marketing Advisor

#### Talents4AA

June 2024 - Current

- Designed and executed full-funnel digital marketing strategies with a strong focus on growth.
- Optimized email marketing campaigns and lead nurturing workflows, improving open and conversion rates.
- Partnered with teams to align marketing strategies with product development & brand messaging.
- Conducted in-depth campaign performance analysis using Google Analytics and other tools to uncover insights.
- Collaborated with internal teams and external stakeholders to increase brand visibility across digital channels.
- Successfully led marketing projects for Automechanika Frankfurt 2024 and WorldSkills Lyon 2024.
- Developed and nurtured strong relationships with stakeholders and sponsors, enhancing partnerships.
- Engaged in high-level communications with industry leaders, strengthening brand credibility and recognition.

### Marketing Executive

#### Txend Inc

June 2022 - August 2023

- Executed comprehensive growth marketing strategies spanning SEO, SEM, SMM, and email marketing.
- Built and streamlined marketing automation sequences, enhancing efficiency in campaign.
- Generated qualified business leads through Google Ads campaigns, converting prospects into revenue.
- Designed and implemented cold email sequences, achieving a 67% increase in open rates and engagement.
- Conducted detailed performance analysis for optimization, leading to a 47% improvement in ROI.
- Managed social media strategy and live coverage for high-profile events, including expos & educational fairs.

### Digital Marketing & Brand Strategist

#### Thin Media

July 2020 - June 2022

- Supported coordination of client by preparing agendas and ensuring smooth communication flow.
- Contributed to branding strategies for new client campaigns across both digital and print media.
- Developed and scheduled social media calendars, ensuring alignment with brand tone and campaign objectives.
- Conducted competitor and audience research to refine brand positioning and support campaign.
- Actively participated in project meetings, providing progress updates and ensuring alignment across teams.

## EDUCATION

- **Master's in Business Administration**  
IAE Bordeaux – Université de Bordeaux  
2023 – 2025

## LANGUAGES

- English | C2
- French | A2

## CERTIFICATIONS AND LICENSES

- Project Management Simplified
- Technical Product Management
- Marketing Analytics: Digital Marketing Data
- Strategic Content Marketing
- HubSpot Inbound Marketing Certification
- Salesforce for Marketers
- Advance SEO, Content Marketing & Google Ads
- Fundamentals of Digital Marketing

## SKILLS

- Funnel Optimization & Growth Strategies
- Corporate & Employer Branding
- Conversion Optimization (CRO) & A/B Testing
- SEO, SEM & Social Media Marketing (SMM)
- Marketing Analytics & Performance Tracking
- Email Marketing & Marketing Automation
- Campaign Management & Project Coordination

## TOOLS

- HubSpot
- Salesforce
- Meta Business Suite
- Hootsuite
- Mailchimp
- Woodpecker
- Apollo.io
- Google Analytics
- Google Tag Manager
- SEMrush
- G Search Console
- + Other AI tools