

Awais Shahid

Sales & Marketing Manager | B2B/B2C Growth, Pipeline Development & Revenue Strategy

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PROFESSIONAL SUMMARY

Revenue-focused Sales & Marketing Manager with 7+ years driving B2B and B2C growth across UAE, UK, and international markets. MBA in Marketing with proven success in pipeline development, key account management, contract negotiation, and integrated marketing strategy consistently delivering revenue growth, client retention, and measurable ROI.

KEY ACHIEVEMENTS

15%	6x	200%	20%
YoY REVENUE GROWTH	AVERAGE ROAS	CLIENT ENGAGEMENT GROWTH	BRAND AWARENESS INCREASE

PROFESSIONAL EXPERIENCE

B2B Sales & Marketing Manager 05/2024 – Present

FPV Magic Electronic Trading LLC — Dubai, UAE

- Drive B2B sales and marketing strategy for drone technology resellers, contributing to 15% YoY revenue growth.
- Deliver data-driven product demonstrations and sales presentations to C-level and procurement stakeholders.
- Increase brand awareness by 20% through integrated campaigns supporting pipeline development across Meta, Google, and trade events.
- Manage performance reporting and dashboards to guide budget allocation, forecasting, and channel ROI.

Key Account Manager (Remote) 07/2021 – 03/2024

Smart Advertisement — United Kingdom

- Managed enterprise advertiser accounts end-to-end, designing paid media strategies across Meta, Google, TikTok, and LinkedIn.
- Led client-facing campaign briefings and monthly performance reviews, ensuring KPI and budget alignment.
- Identified and closed upsell opportunities through performance insights, growing account spend and revenue.
- Partnered with creative and media buying teams to deliver multi-platform campaigns on time and on budget.

B2B Sales & Marketing Executive 07/2019 – 06/2021

Ahmad Developers & Builders — Pakistan

- Supported B2B sales for institutional buyers through targeted lead generation and proposal development.
- Conducted market and competitor analysis to shape go-to-market and pricing positioning for real estate campaigns.

FREELANCE & PARALLEL PROJECTS

B2B/B2C Marketing Strategy & Client Growth Consulting 02/2016 – 06/2024

Freelance / International Clients (Fiverr) — Remote / Global

- Developed monthly content and paid media strategies (Meta & Google Ads) for 50+ international B2B/B2C clients across four continents.
- Grew client engagement by up to 200% through optimized content strategy and audience segmentation on LinkedIn, Instagram, and TikTok.
- Produced short-form ad content (Reels, TikTok, YouTube Shorts) using AI-assisted video generation, motion graphics, and colour grading in Premiere Pro and After Effects.
- Maintained a 4.7-star rating across 56 five-star reviews through consistent delivery and measurable ROI.

CORE COMPETENCIES

B2B/B2C Sales Strategy | Pipeline & Lead Generation | Key Account Management | Revenue Growth & Forecasting | Contract Negotiation | CRM Management | Client Retention & Upsell | Market Expansion | Stakeholder Presentations | Marketing-Sales Alignment

TECHNICAL SKILLS

CRM & Sales Tools: HubSpot | Salesforce | Zoho CRM | Pipedrive | Monday.com

Ad Platforms: Meta Ads | Google Ads | TikTok Ads | LinkedIn Ads

Microsoft 365: Excel (Advanced) | PowerPoint | Word | Teams | SharePoint

AI & Generative Tools: ChatGPT | Claude AI | Google Flow/Veo | Runway ML

Adobe Creative Suite: Photoshop | Premiere Pro | InDesign

Other Tools: Canva | Google Workspace | WordPress | Slack | Outlook

EDUCATION

MBA — Marketing Superior University, Lahore | 2016

BA — Political Science University of the Punjab, Lahore | 2011

CERTIFICATIONS, LICENCES & LANGUAGES

Certifications: Google Ads Display | Google Ads Video

License: UAE Driving License (valid to 10/2026)

Languages: English (Fluent) | Urdu (Native) | Punjabi (Native) | Hindi (Intermediate)