

BRAND STRATEGY & DIGITAL DEMAND

CASE STUDY

Connecting brand visibility with the lead journey.

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Digital Marketing Executive

THE CHALLENGE

Connecting B2B brand visibility with demand generation and continued prospect engagement.

HOW I ADDRESSED IT

I worked across brand strategy, digital campaigns, event-led pipeline activity and nurture campaigns. I used attribution to understand marketing contribution while managing an AED 2M annual marketing budget.

MY CONTRIBUTION

Strategy, cross-functional coordination and hands-on marketing delivery — connected to the business objective.

Approach. Delivery. Contribution.

OVERVIEW

Brand strategy & digital demand. Connecting brand visibility with the lead journey.

BRAND VISIBILITY

Aligned B2B brand strategy and digital activity with commercial objectives.

INVESTMENT DISCIPLINE

Managed an AED 2M annual budget and used attribution to assess marketing contribution.

PROBLEM TO SOLVE

Connecting B2B brand visibility with demand generation and continued prospect engagement.

PROSPECT NURTURE

Connected event-led engagement with segmented email and nurture activity.

RESULTS & BUSINESS CONTRIBUTION

Scope from my resume: brand strategy, digital campaigns, event-led pipeline, nurture and attribution, with AED 2M annual budget responsibility.

Source: professional experience and resume supplied by Shawal Shabbir. Reported figures relate to the brand initiatives described; no additional results have been inferred.