

## Contact

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## Top Skills

Public Relations  
Research Skills  
Marketing Campaign Design

## Languages

Urdu  
English  
Punjabi

## Certifications

Gestalt Psychology and Web  
Design: The Ultimate Guide  
Mobile User Experience (UX) Design

# Talal Masood

Driving Digital Growth | Expert in Strategic Marketing, Data Analytics, and Performance Optimization (Full Stack Marketer) | Digital Growth Manager at Soloinsight

Lahore, Punjab, Pakistan

## Summary

As a Digital Growth Manager at Soloinsight, I leverage over 20 years of expertise in design and marketing to drive significant business growth. My strategic leadership has led to a 30% increase in website traffic and a 20% improvement in conversion rates. I specialize in advanced data analytics, performance marketing, and cross-functional team leadership, ensuring that our marketing initiatives align with broader business goals and deliver exceptional ROI. My goal is to transition into a Growth Director role where I can further apply my skills to achieve sustainable growth.

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## Experience

### Soloinsight (CloudGate Platform)

Digital Growth Manager

September 2022 - Present (2 years 1 month)

Lahore, Punjab, Pakistan

- \* Drive the development and implementation of digital growth strategies, leading to a 30% increase in website traffic.
- \* Oversee and execute digital marketing campaigns across social media, boosting engagement by 25%.
- \* Lead cross-functional teams to align marketing efforts with business goals, contributing to a 15% increase in sales revenue.
- \* Enhance brand visibility and engagement through targeted content marketing initiatives for the growth of social media followers.
- \* Collaborate with high-profile partners, including Apple, Google, and Samsung, for co-marketing efforts, enhancing brand partnerships and increasing joint campaign effectiveness.

## Synix Technologies

Founder

August 2003 - Present (21 years 2 months)

\* Established Synix Technologies in 2003, a premier provider of domain registration, hosting, and server solutions, achieving consistent year-over-year growth.

\* Develop and execute strategic marketing initiatives, driving a significant increase in client acquisition and brand visibility.

\* Oversee the design and development of the company's digital assets, ensuring a user-friendly and professional online presence.

\* Build and manage a dedicated remote teams, fostering a culture of innovation and excellence.

\* Cultivate strong client relationships, delivering tailored solutions and maintaining high levels of customer satisfaction. Implement advanced analytics and performance tracking to continuously optimize service offerings and marketing efforts.

## OptimusFox

Head of Design and Marketing

August 2021 - July 2022 (1 year)

Lahore, Punjab, Pakistan

\* Developed and executed marketing strategies to drive growth and enhance customer engagement for fintech clients, resulting in a 20% increase in ROI.

\* Led and mentored a high-performing design and marketing team, implementing innovative solutions for blockchain projects, including decentralized wallets, defi products, and NFT marketplaces.

\* Onboarded new clients and negotiated contracts, contributing to a 30% revenue increase.

\* Directed digital marketing efforts and built strong communities on Telegram, Discord, and Twitter.

\* Managed high-profile design projects, ensuring alignment with client objectives and industry standards.

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Co-founder - Marketing & Design

December 2017 - August 2021 (3 years 9 months)

Lahore, Pakistan

- \* Co-founded and led a successful marketing and design consultancy, providing strategic marketing services alongside design solutions to clients globally, driving brand visibility and customer acquisition.
- \* Developed and executed data-driven marketing campaigns, aligning them with comprehensive design solutions, including wireframes, prototypes, user flows, and style guides, to enhance both brand presence and user satisfaction.
- \* Implemented targeted marketing strategies alongside a user-centric design thinking approach, delivering projects using lean UX and agile methodologies, which significantly improved client engagement and retention.
- \* Utilized advanced marketing analytics and design tools (Figma, InvisionApp, Sketch, Adobe XD) to create innovative solutions that drove both engagement and conversion.
- \* Improved client satisfaction and project outcomes by integrating marketing effectiveness with UX/UI strategies, ensuring that business goals were met through cohesive design and marketing efforts.

Scribill Pay

Head of Marketing and Design

July 2015 - August 2018 (3 years 2 months)

Dubai, United Arab Emirates

- \* Directed marketing and design strategies for Scribill Pay and its clients, creating customized digital marketing campaigns that drove brand visibility, user engagement, and client success across financial markets.
- \* Developed and optimized user-centric UI/UX solutions for fintech platforms, enhancing customer experiences on banking apps and payment gateways for multiple clients, leading to increased user satisfaction and product adoption.
- \* Collaborated with cross-functional teams to deliver tailored design and marketing solutions, ensuring alignment with client goals while improving performance metrics across various digital platforms.

## Metikulous

### Senior UX/UI Designer

July 2015 - March 2017 (1 year 9 months)

Lahore, Punjab, Pakistan

- \* Led a team of UI/UX designers and developers, implementing user-centric design-first approaches to build customer-satisfactory mobile and web applications.
- \* Simplified and enhanced user experiences by designing intuitive interfaces, using emerging technologies, and maintaining high usability standards.
- \* Standardized agile methodologies within the company, ensuring timely and efficient project delivery.
- \* Managed multiple high-profile projects, including iOS and Android apps, improving user engagement and satisfaction.

## Cygnus Telecom

### Business Development Manager

March 2013 - July 2015 (2 years 5 months)

Dubai, UAE

- \* Enhanced and expanded business development efforts, driving a 18% increase in client acquisition and a 10% growth in revenue.
- \* Administered, designed, and developed the company's digital presence, leading to a 30% increase in website traffic.
- \* Implemented digital transformation initiatives, maximizing online and offline marketing campaigns, resulting in a 20% boost in brand visibility.
- \* Managed relationships with high-profile clients from government and corporate sectors, including media, oil and gas, maritime, and civil society.
- \* Developed and maintained a global distribution network, ensuring seamless service delivery across diverse regions, contributing to a \$35 million turnover as a service partner of Thuraya Telecom.
- \* Strengthened client relationships, ensuring high customer satisfaction.

## CM Network A/S

## Senior Front End Developer

October 2012 - March 2013 (6 months)

Worked as UI/UX Designer and Front-End Developer. Designed and developed UIs for the Intranet portal and some external websites in HTML5, CSS3 and jQuery which were later implemented by developers in MVC 4 and ASP.net. My role involved close interaction with the team of developers in order to make perfect flow of their ecommerce website.

## Optini, LLC

UI & Web Designer

June 2011 - March 2012 (10 months)

Lahore, Punjab, Pakistan

Worked on a UI design for an iPhone and Android native app which was adopted as a browser add-on for chrome, firefox and safari too. Enhanced UX of the app to make it user friendly. I designed and developed few websites for the products and external companies in HTML5, CSS3 and jQuery.

## Systems Limited

Web & Graphic Designer

August 2010 - June 2011 (11 months)

Lahore, Punjab, Pakistan

I have worked on different enterprise level application designs. Worked with Drupal and Sharepoint themes. I have done Image Retouching work for the photoshoots of the models and dresses of a leading apparel brand in US. I have also worked on the iPhone application design and created UI Design for the application.

## Times Travel

Senior Web Designer

November 2009 - August 2010 (10 months)

Lahore, Punjab, Pakistan

I worked as a senior web designer at Times Travel (UK). Times Travel is an airline ticket issuing company in UK. I worked at their Lahore, Pakistan office.

My responsibilities were:

- To make new websites for the company.
- To bring graphical changes/updates in their current websites.
- To manage the data on the websites.
- To work with the SEO team.

## Education

Virtual University of Pakistan

Master of Human Resource Management, Human Resources  
Management · (2020 - 2022)

University of the Punjab, Lahore

B.A, Arts · (2007 - 2009)

Government College University (GCU), Lahore

BSCS, Computer Science · (2004 - 2008)