#### Contact

+923004123745 (Mobile) talal@talalmasood.com

https://tal.al (Personal) www.linkedin.com/in/talalmasood (LinkedIn)

### Top Skills

Performance Marketing Budget Management Digital Growth

### Languages

Urdu English Punjabi

### Certifications

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

# **Talal Masood**

Revenue & Data Driven Growth Marketer | SEO, CRO & Performance Campaigns for B2B + B2C Brands

Lahore, Punjab, Pakistan

## Summary

I help brands turn attention into qualified revenue—whether the channel is an organic funnel or a paid blitz.

At Soloinsight I lead the full inbound engine: technical SEO, content architecture, and CRO on a suite of landing pages that pushed web sessions +50 % YoY and lifted form-fill rate from 2.1% to 10.4%. MQLs convert to SQLs at 34% thanks to a steady email campaigns cadence and my LinkedIn strategic campaigns that tripled demo requests. I also maintain brand partnerships with Apple, Google, and Samsung to widen reach and feed the pipeline.

**Performance spotlight:** During an eight-weeks iPhone 16 launch for Mercantile Pakistan I owned media planning and optimisation. 12k + leads with conversion ratio of 68% into pre-orders, massive ROAS and a 22% drop in wasted spend by week two after analytics insights reshaped.

Over two decades I've scaled hosting, fintech and telecom funnels, coached remote teams and kept Sales looped into every sprint so that marketing output maps straight to bookings.

**Focus areas:** Performance marketing · SEO & content strategy · GA4 analytics · CRO & A/B testing · social media playbooks · brand partnerships. Tool stack includes Google Ads, LinkedIn Campaign Manager, Meta Ads, GA4, Looker Studio, SEMRush, and HubSpot.

Tackling big lead targets or curious about funnel benchmarks? Let's connect.

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## Experience

Soloinsight (CloudGate Platform)
Digital Growth Manager

September 2022 - Present (2 years 9 months)

Lahore, Punjab, Pakistan

- Own technical SEO, content architecture, and a portfolio of 30+ conversion-optimised landing pages; web sessions up 50% YoY.
- Instituted a rolling A/B-testing program that lifted form-fill rate from 2.1%
- → 10.4% and raised MQL-to-SQL conversion to 34%.
- Built GA4 multi-touch attribution dashboards, aligning Sales and Marketing on one pipeline view.
- Devised LinkedIn storytelling and webinar funnels that doubled engagement and tripled inbound demo requests within six months.
- Led co-marketing content and events with Apple, Google, and Samsung, expanding reach and reinforcing brand authority.

### Synix Technologies

Founder

August 2003 - Present (21 years 10 months)

- Established Synix Technologies in 2003, a premier domain registration, hosting and server solutions provider, achieving consistent year-over-year growth.
- Scaled a multi-brand portfolio that now attracts well over a million visits each year and serves thousands of consumers and business clients.
- Direct full-funnel performance marketing across Google, Meta, TikTok, and LinkedIn, sustaining a healthy, single-digit ROAS and sub-six-month CAC payback while keeping ARR in double-digit annual growth.
- Build and mentor a remote, cross-functional team of 12; implemented process flows and SOPs that trimmed project cycle times by nearly one-fifth.
- Closed high-value enterprise hosting and digital-transformation deals in the past two years while preserving strong gross margins.

Mercantile Pakistan
Performance Marketing Consultant
October 2024 - November 2024 (2 months)

Lahore, Punjab, Pakistan

- Led 8-week launch campaign for iPhone 16, managing budget across Meta, Google & TikTok; delivered impressive ROAS, 12k+ leads with 68% pre-orders (100% above goal).
- Built Looker Studio real-time dashboards for transparent visibility of ROAS, cutting wasted spend by 22 % by week two.
- Initiated influencer marketing by partnering with four of Pakistan's top influencers and setting up the framework.
- Partnered with Jazz and led the co-branded campaign.

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)