

TALAL MASOOD

Senior Marketing Leader · B2B SaaS & Consumer Tech

Lahore, Pakistan · Open to Munich · Berlin

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PROFILE

Senior marketing leader with 20+ years building functions across B2B SaaS, consumer tech, fintech, and hosting. Work at the intersection of brand, content, performance, and partner marketing — equally comfortable shaping strategy with leadership and shipping the asset on the deadline. Player-coach by nature: designer's eye, marketer's mind, founder's instincts.

CORE COMPETENCIES

- ▶ Brand & Content Strategy
- ▶ Performance Marketing
- ▶ Demand Generation
- ▶ Partner & Co-Marketing
- ▶ SEO / GEO / AEO
- ▶ CRO & A/B Testing
- ▶ Marketing Analytics (GA4)
- ▶ Sales Enablement
- ▶ Video & Social Strategy
- ▶ Marketing Automation
- ▶ Team Leadership
- ▶ Cross-Functional GTM

PROFESSIONAL EXPERIENCE

Digital Growth Manager

Sept 2022 – Present

Soloinsight (CloudGate Platform) · Lahore, Pakistan

Reports to Chief Marketing Officer and Director of Growth. CloudGate is an enterprise PIAM (Physical Identity & Access Management) platform — governing physical identity across organizations, automating security workflows, and orchestrating above the access-control execution layer.

- **Strategic partner co-marketing** — Lead joint campaigns with Apple, Google, and Samsung Wallet teams for NFC-based mobile employee credentials, positioning CloudGate inside the partner-of-choice category for enterprise mobile access.
- **Content & video direction** — Own end-to-end content strategy: video direction (script, storyboard, post-production), social strategy, copywriting, and brand narrative across all owned channels. Grew Soloinsight's LinkedIn presence to 9,300+ followers (+1,500 in last 12 months, ~93% organic), 137K+ organic impressions and 16K+ page views over the same period.
- **Brand & sales enablement** — Translate CloudGate PIAM's positioning into customer-facing collateral — product catalogs, brochures, flyers, expo materials, and sales enablement assets used by the global GTM team.
- **Website, SEO & AI search** — Direct site SEO, GEO, and AEO; manage in-house designer and Wix/WordPress developer; oversee site performance and CRO. Drove ~2x growth in CloudGate's organic search traffic and ranking-keyword footprint over 18 months (paid acquisition flat); established CloudGate's presence in Google AI Overviews and AI-search citations through dedicated GEO/AEO strategy from late 2025.
- **Trade-show strategy** — Lead expo and global security industry event strategy — booth design, on-site collateral, pre/post-event campaign integration.
- **Demand-gen tooling** — Architected modern outbound and intent-data tooling stack supporting the demand generation function.
- **AI-assisted content pipelines** — Built AI-assisted content workflows integrating ChatGPT, Gemini, and Claude into video scripting, copy variants, and SEO briefs; exploring agentic workflows for outbound and lifecycle marketing.

Senior External Advisor — Strategic Marketing Engagements

Oct 2024 – Aug 2025

Two engagements originated through connections at McKinsey & Company · Pakistan & Saudi Arabia

- **Mercantile Pakistan — iPhone 16 Launch (Oct – Nov 2024)**. Engagement originated via McKinsey & Company; signed directly with Mercantile post-introduction. Owned multi-channel budget allocation across Meta, Google, and TikTok for an 8-week launch window. Delivered 12,000+ leads at 68% pre-order conversion (2x target); built Looker

Studio dashboards that cut wasted spend 22% by week 2; co-branded campaign with Jazz; influencer framework with four leading Pakistani creators.

- **Petromin Express — Saudi Arabia (Remote), automotive (Jun – Aug 2025).** Brought into the engagement through a McKinsey & Company connection. Designed WhatsApp marketing automation workflows — a campaign-aware response engine mapping inbound customer conversations to live campaign paths across multiple concurrent flows.

Founder & Principal Consultant

Aug 2003 – Present

Synix Technologies · Lahore, Pakistan

Independent consultancy established in 2003 (22+ years) — domain registration, web hosting, web design, SEO, and digital growth services. Solo principal with project-based extended team for larger contracts.

- **.pk domain & hosting roster** — Registered .pk domains and hosting for 150+ early-stage Pakistani startups establishing their e-commerce presence; long-standing client roster including several of Pakistan's top restaurant brands.
- **International contracting** — Project-based contracting for US, UK, and Middle East clients across web design, marketing, and digital transformation; assemble and manage freelance and software-house teams per engagement.
- **AI-augmented delivery** — Integrate ChatGPT, Gemini, and Claude into client content pipelines, SEO briefing, and early agentic workflows to compress delivery timelines.

Head of Design and Marketing

Aug 2021 – Jul 2022

OptimusFox · Lahore, Pakistan

Led design and marketing for a fintech / Web3 product studio working on decentralized wallets, DeFi products, and NFT marketplaces. Built the marketing function across paid acquisition, brand, content, and community; directed Web3 community-building on Telegram, Discord, and Twitter; onboarded clients and led contract negotiations contributing to ~30% revenue growth.

Co-founder — Marketing & Design

Dec 2017 – Aug 2021

1.x · Lahore, Pakistan

Co-founded a 4-person boutique consultancy delivering integrated marketing and design services to clients across Pakistan, the US, UK, and Middle East. Led the design and UX practice (wireframes, prototypes, user flows, style guides in Figma, Sketch, Adobe XD); partnered with marketing on data-driven campaigns aligned to client brand systems using lean UX and agile methodologies.

Head of Marketing & Design

Jul 2015 – Aug 2018

ScribillPay / Metikulous · Dubai, UAE & Lahore, Pakistan

Single organization across two locations: Metikulous (Pakistan dev arm building external client products) and ScribillPay (Dubai-based B2C fintech SaaS — an advanced personal finance app comparable to Mint). Led marketing, brand, and product design across both sides; owned go-to-market for the ScribillPay launch including positioning, brand, and digital campaigns across UAE and regional financial markets.

Business Development Manager

Mar 2013 – Jul 2015

Cygnus Telecom · Dubai, UAE

Service partner of Thuraya Telecom delivering satellite communications across the Middle East to government, corporate, and high-stakes operational sectors. Drove 18% client acquisition increase and 10% revenue growth; built global distribution network contributing to \$35M turnover. Owned high-profile relationships across government and enterprise (media, oil & gas, maritime, civil society); led digital transformation driving 30% website traffic increase and 20% brand visibility lift.

Earlier Career · UX/UI Design & Front-End Development

Nov 2009 – Mar 2013

CM Network A/S (Denmark) · Optini, LLC · Systems Limited · Times Travel

EDUCATION

Master of Human Resource Management · Virtual University of Pakistan

2020 – 2022

B.A. Arts · University of the Punjab, Lahore

2007 – 2009

TOOLS & PLATFORMS

Marketing & Analytics: Google Ads, Meta Ads, LinkedIn Campaign Manager, TikTok Ads, GA4, Looker Studio, SEMRush, HubSpot, RB2B, Instantly, Dripify, Apollo, Seamless, GupShup, PuppyDog, RivalFlow WhatsApp Business API automation

Design & Web: Figma, Adobe Creative Suite (Photoshop, Illustrator, XD), Sketch, InVision, WordPress, Wix

Languages: English (professional working) · Urdu, Punjabi (native)

Certifications: Gestalt Psychology and Web Design · Mobile UX Design · Formalism & Design · SEO · Usability Testing