

# MUHAMMAD SHUJA

## Performance Marketer & Growth Analyst

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### SUMMARY

Performance marketer and growth analyst with 6+ years across paid media, marketing analytics, marketing operations, and AI automation in the US, UK, and UAE. \$1.2M+ cumulative paid media managed across 25+ accounts; 18.6x peak campaign ROAS; built an agency digital division to \$850K+ under management; currently applying analyst rigor to a \$4.2M P&L with AI-automated operations.

### EXPERIENCE

#### Business Performance & Operations Analyst - Wellborn Ascent (multi-unit retail group, ~\$4.2M revenue)

College Station, TX · Feb 2026 – Present · reporting directly to ownership

- Built AI-enabled operations system (Claude API, Zapier, Make, Slack interface) replacing 4 roles, cutting **\$120K annual payroll**; 99% reliability.
- Automated daily close for real-time P&L; reconciliation 20 hrs/wk → automated with full audit trail; scheduling 4 hrs → 10 min; payroll 2 hrs → 10 min; reporting 2 hrs/location → 15 min total.
- Query **60K+ monthly transactions in SQL** for margin leaks and variance by location/employee; forecasting model: zero stockouts through a regional supply shortage.
- Grew highest-margin foodservice line \$800 → \$1,500/day (**+87%**); brand compliance audits **62%** → **99%** across all locations.

#### Fractional Growth & Marketing Operations Consultant - Independent Practice

US remote · Jan 2026 – Present

- **\$260K media under management** across 5 retainers; **4.2x avg ROAS**; zero churn, 5/5 accounts expanded scope.
- HubSpot builds (lead scoring, lifecycle) averaging **+24% MQL→SQL**; GA4 + GTM + Looker attribution stacks; Tableau reporting; Klaviyo flows; 9+ experiments/qtr at 38% win rate.

#### Marketing Specialist - PrimaCare Home Healthcare

Dubai, UAE · Jan – Dec 2022 · sole marketer

- Online appointments **+300%** in 12 months via end-to-end paid search & social; lead scoring lifted **MQL→SQL +28%**; blended **CAC -31%**; repeat rate +37%.
- Geo-targeted campaigns across 200+ localities; nurture at 42% open rate; built internal CRM cutting scheduling time 75%.

#### Digital Marketing & Business Development Executive - Brandwise Media

Dubai, UAE · Sep 2020 – Jan 2022 · built the digital division from zero

- 20+ B2B/B2C accounts, **\$850K+ cumulative media**, **189% avg client ROAS**; testing lifted CTR **11%** → **43%**; SQL rate +30%, inquiries +45%, consult→client +68%, retention +100%; 12 sites shipped.
- Food Crowd (D2C grocery): funnel rebuild, GA4 data-driven attribution (~22% budget reallocated), lifecycle email ~28% of attributed revenue: **ROAS 18.6x**, CPA \$2.66, AOV \$49.52, orders +67%, revenue +42%.

#### E-Commerce Marketing Specialist - Al Aaraf Jewelers

Dubai, UAE · Mar 2019 – Jun 2020

- Built first e-commerce store (Magento); **online sales +134%**; page-one SEO in 6 months; bilingual geo campaigns lifted off-peak footfall +39%; cart-recovery flows reclaimed 18% of checkouts.

Web Developer (Intern) · Alcium Software · Sheffield, UK · Jun – Dec 2018 · MS Graph API (C#), search algorithm rebuild, SDLC/Agile docs.

### SKILLS

**Paid media:** Meta Ads, Google Ads, retargeting, bid management, geo-targeting, CAC/LTV modeling, A/B & incrementality testing · **Analytics:** GA4, GTM, SQL, Python, Tableau, Power BI, Looker Studio, attribution, UTM governance, forecasting · **Marketing ops:** HubSpot, Salesforce, Klaviyo, Mailchimp, lead scoring, lifecycle/MQL→SQL design, Claude API, Zapier, Make · **Web:** WordPress, Magento, HTML/CSS, technical SEO, CRO, Photoshop

### EDUCATION

**M.S. Management Information Systems** · Lamar University, Beaumont, TX · Dec 2025 · **B.Eng. Software Engineering** · The University of Sheffield, UK · Jun 2019