

Muhammad Shuja, M.S.

Experienced Performance Marketer | Growth Analyst | Multi-channel Campaign Automation & Optimization

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shuja-portfolio-site.pages.dev | github.com/ms-stack-1 | linkedin.com/in/mshujasid

Summary

Marketer who builds the systems behind the numbers. 4 years across paid media, funnel analytics, and marketing operations, with \$272K in managed media and a peak 18.6 ROAS. Automation is the proof: I build the systems that make the growth measurable and repeatable.

Portfolio

shuja-portfolio-site.pages.dev

- Built a live martech demo that tracks each visitor in real time and narrates its own tracking in an on-page console.
- Shows visitors how sites profile them: UTM capture, audience segmentation, and a running A/B test on the hero.
- Hand-rolled in HTML, CSS, and JavaScript with no frameworks, demonstrating analytics and experimentation tooling end to end.

Professional Experience

Business Performance & Operations Analyst | Feb 2026 - Present

Wellborn Ascent Inc, College Station TX

- Saved \$120K/yr in payroll by automating 3 management roles and a reconciliation assistant with systems I built.
- Own P&L visibility across 3 locations, automating daily close to give ownership real-time variance by employee.
- Query 60K+ monthly transactions to surface margin leaks and over/short variance by location and employee.
- Deployed Claude API to eliminate manual bank reconciliation, recovering 20 hrs/week at 100% accountability.
- Built inventory forecasting model triggering orders early, holding zero stockouts through regional supply shortage.
- Raised brand compliance audit scores from 60% to 99% across all 3 locations.

M.S. in Management Information Systems | Lamar University | Jan 2023 - Dec 2025

Performance Marketing Specialist | Jan 2022 – Dec 2022

PrimaCare Home Healthcare Services, Dubai, UAE

- Grew online appointments 300% over a 12-month paid program across Meta, Google, and retargeting channels.
- Ran geo-targeted ads across 200+ localities with tailored creative, driving more qualified conversions by area.
- Built a WordPress CRM for booking and billing automation, cutting appointment scheduling time 75%.
- Built reporting dashboards joining search platform and CRM data, allowing stakeholders to view spend efficiency.
- Raised repeat customer rate 37% by aligning paid media messaging with the downstream customer experience.

Digital Marketing & Business Development Executive | Sep 2020 – Jan 2022

Brandwise Media & Marketing, Dubai, UAE

- Built the agency's digital division from zero, managing \$272K in cumulative paid media across 15-20 accounts.
- Delivered 189% average client ROAS on conversion campaigns via negative keyword lists and bid optimization.
- Lifted campaign CTR from 11% to 43% through controlled testing, scaling only variants with sustained lift.
- Delivered \$2.66 CPA, \$49.52 AOV, and 18.6 ROAS for grocery e-commerce client FoodCrowd, orders up 67%.
- Shipped 12 WordPress sites for e-commerce, hospitality, F&B, B2B, and edtech clients, raised retention 100%.

E-Commerce Marketing Specialist | Mar 2019 – Jun 2020

Al Aaraf Jewelers, Dubai, UAE

- Launched the brand's first online store on Magento and grew online sales 134% versus the pre-launch baseline.
- Achieved page-one rankings for high-competition keywords within 6 months using technical and content SEO.
- Lifted off-peak offline footfall 39% through geo-targeted, bilingual paid media in premium Dubai locations.

Web Developer (Intern) | Jun 2018 - Dec 2018

Alcium Software, Sheffield UK

- Integrated MS Graph API into a CRM using C# to sync Outlook calendar and email inside the system.
- Rebuilt the CRM search algorithm on Google-style indexing for faster, more accurate record lookups.
- Tech stack: .NET, C#, SQL, Python.

Education

M.S. in Management Information Systems | Lamar University, Beaumont, TX | Jan 2023 - Dec 2025

B.Eng. in Software Engineering | University of Sheffield, UK | Sep 2015 - Jun 2019

Core Skills

- Paid Media: Meta Ads, Google Ads, paid search, paid social, retargeting, bid management, negative keywords
- Analytics & SEO: GA4, GTM, Search Console, technical SEO, content SEO, A/B testing, conversion tracking
- Martech & Automation: HubSpot, Zapier, Make, n8n, email automation, lead generation, CRM
- Programming & Web: SQL, Python, WordPress, Magento, HTML/CSS, .NET, C#
- Graphic Design: Claude Design, Adobe Photoshop, Adobe After Effects, Adobe Premier Pro
- AI Tools: Codex, Claude Code, Claude API, token optimization, subagents, AI-powered workflows, Cursor AI