



Abdul Haseeb

Lead Gen & Email Marketer

Contact

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Riyadh -Saudi Arabia

About Me

I am a motivated, adaptable, and responsible person who likes to work dedicatedly and honestly. I am a team player who enjoys collaborating with others to achieve a common goal, and I take pride in mentoring and coaching to help them reach their full potential. I am committed to delivering excellence in everything I do, and I am confident that I can add value to any team or organization.

Skills

- Social Media Management
- Marketing and Advertising
- Competitor Analysis
- LinkedIn Sales Navigator Leadership
- Online presence monitoring
- Product Promotion

Experience

Marketing Assistant

TX Labz

Dec-2024

- Creating and launching targeted email marketing campaigns.
- Developing engaging content that aligns with brand messaging.
- Segmenting lists to improve open and conversion rates.
- Improved email deliverability.
- Set up automated email workflows.
- Collaborated with content/design teams.
- Conducted A/B testing on emails.
- Conducted market and competitor research.
- Assisted in planning and executing marketing campaigns.
- Supported event planning and promotions.
- Helped manage website content and updates.

Marketing Assistant

Yodo

March-2023 - September-2024

- Ran targeted emails with segmented lists to boost engagement.
- Collected B2B leads from LinkedIn, Google, and directories.
- Aligned email and lead efforts with sales to boost qualified leads and ROI.
- Used Instantly, Hunter, and Sheets for campaigns and lead tracking.
- Optimized lead generation funnels.
- Worked closely with sales team.
- Created drip campaigns for lead nurturing.
- Cleaned and maintained email lists regularly.
- Managed re-engagement campaigns for inactive leads.
- Tracked open rates, clicks, and conversions.
- Wrote subject lines and email copy.
- Ensured GDPR/CAN-SPAM compliance.

Social Media Moderator

Jolta Electric Pvt LTD

September- 2021 - October -2022

- Identified social media trends and user concerns to improve engagement.
- Collected user feedback and communicated issues to internal teams.
- Supported events and campaigns with social media engagement.
- Handled user queries and tech issues via web, email, and chat
- Shared product knowledge with non-technical users in a friendly, clear style..
- Responded to user inquiries and feedback promptly.
- Enforced community guidelines and policies.
- Maintained a positive and safe online environment.
- Monitored comments and messages across platforms.
- Managed spam and fake accounts.
- Helped draft responses for FAQs or common concerns.
- Used moderation tools and dashboards effectively.
- Reviewed UGC (user-generated content) for compliance.
- Analyzed user behavior to identify trends, concerns, and content gaps.

Education

Intermediate

F.Sc Pre-Engineering

Govt. Shalimar College

2018- 2020

Language

- English
- Urdu
- Punjabi