



SENIOR PROJECT MANAGER, 8 SUCCESSFUL PRODUCT
LAUNCHES- GROWTH/PRODUCT MARKETING
SPECIALIST - MEDIA BUYER -
TECHNICAL CONTENT & COPY WRITER



M. Sulaiman

MARKETING COURSES

- Multiple courses from Founder, Digital Marketer, LinkedIn and CXL.
- Digital Marketing Mastery
- Paid Traffic Mastery
- Copywriting Mastery
- Conversion Funnel Mastery
- Content Marketing Mastery
- E-Commerce Mastery
- Paid Traffic Mastery
- Optimisation, Testing Mastery

GET IN CONTACT

b2bsulaiman@gmail.com
b2bsulaiman.com

+92 334-7444123

WORK EXPERIENCE

B2B SAAS MARKETING CONSULTANT - SUCCESS.AI

AS A SEASONED B2B SAAS MARKETING CONSULTANT FOR SUCCESS.AI, LEADING A LARGE TEAM TO DEVELOP AND EXECUTE ORGANIC LEAD GENERATION STRATEGIES ACROSS DIVERSE PLATFORMS. LEVERAGING AI-DRIVEN TOOLS, I ORCHESTRATED COMPREHENSIVE SOCIAL MEDIA STRATEGIES AND MANAGED CAMPAIGNS, WHILE ACTIVELY ENGAGING WITH CROSS-FUNCTIONAL TEAMS TO ENHANCE PRODUCT DEVELOPMENTS AND USER EXPERIENCES. ADDITIONALLY, I SUCCESSFULLY MAINTAINED OUR PRODUCT'S REPUTATION ACROSS PROMINENT PLATFORMS LIKE G2, CAPTERRA, AND PRODUCT HUNT, SOLIDIFYING OUR POSITION AS A TRUSTED INDUSTRY LEADER WITH A REPUTATION SCORE OF +65.

Responsibilities:

- **Research & Planning:** Direct oversight of a dedicated team responsible for pinpointing pertinent online communities like Facebook groups, SaaS communities, Reddit, and Twitter for targeted engagement.
- **Content Calendars:** Proficient in constructing elaborate calendars connected to varied content repositories, ensuring consistent and engaging content delivery.
- **Team Coordination:** Seamlessly coordinate the dissemination of master plans and content calendars to our expansive team, facilitating daily marketing operations.
- **Content Strategy:** Used AI-powered design tools to streamline content creation and scheduling, enabling scalable marketing initiatives.
- **Channel Selection:** Identify and leverage key channels such as Facebook, LinkedIn, Reddit, Quora, G2, SaaS Hub, and other B2B SaaS communities to maximize outreach and engagement.
- **Campaign Management:** Plan, schedule, and oversee calendarized campaigns to optimize effectiveness and efficiency.
- **Strategy Documentation:** Develop comprehensive implementation guides to streamline marketing execution and ensure alignment with strategic objectives.
- **Training:** Conduct regular webinars to foster continuous team development and skill enhancement, promoting a culture of learning and growth within the organization.
- **Community Engagement:** Spearheaded active participation across multiple platforms, emphasizing engaging with competitors and related industries to bolster brand presence and influence.
- **SaaS Reputation Management:** Proactively manage and enhance the reputation of our SaaS product, consistently delivering exceptional service and value to clients, resulting in a reputation score of +65.



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PERSONAL PROFILE

Experienced Senior Marketing Specialist with a proven track record in successfully launching 8 SaaS products, driving customer adoption, and implementing growth strategies. Skilled in product positioning, go-to-market planning, cross-functional collaboration, and data-driven decision making. Proficient in DevOps and Agile methodologies, ensuring streamlined product development. A results-oriented professional with a strong focus on driving business growth and delivering impactful marketing campaigns.

SKILLS

Digital Marketing
Project Management
Agile Methodologies
Facebook Ads Manager
Paid Social Media Advertising
Microsoft Project
Social Media Management
Office 365 Administration
Microsoft Office
Project Management Office (PMO)
Leadership
Product positioning and messaging
Go-to-market strategy development
Market research and competitive analysis
Cross-functional team leadership
User acquisition and retention
Growth marketing techniques
Data-driven decision making
Marketing analytics and performance tracking
Demand generation and lead nurturing
Sales enablement
Customer feedback management
Continuous improvement and innovation

WORK EXPERIENCE

SENIOR MARKETING SPECIALIST - PRISMWARE TECHNOLOGIES, TORONTO, ONTARIO, CANADA

EXPERIENCED SENIOR MARKETING SPECIALIST WITH A PROVEN TRACK RECORD IN LAUNCHING 4 SAAS PRODUCTS, DRIVING ADOPTION, AND IMPLEMENTING GROWTH STRATEGIES. SKILLED IN PRODUCT POSITIONING, GO-TO-MARKET PLANNING, CROSS-FUNCTIONAL COLLABORATION, AND DATA-DRIVEN DECISION MAKING. PROFICIENT IN DEVOPS AND AGILE FOR STREAMLINED PRODUCT DEVELOPMENT.

• Responsibilities:

- Develop a deep understanding of the market, competition, trends, and customer needs to identify target segments, product positioning, and channel differentiation.
- Define and communicate a strong, compelling position and narrative for products that establish our value proposition and placement within the industry.
- Educate and equip internal teams to ensure they have a comprehensive understanding and can deliver clear and effective communications to customers.
- Support and contribute to the go-to-market plan, sales enablement materials, and marketing campaigns to create product demand and drive customer repurchase, upsell, and cross-sell.
- Successfully launched 4 SaaS products, driving their introduction into the market and achieving positive customer adoption.
- Led cross-functional teams in product launch activities, including product positioning, messaging, pricing, and go-to-market strategies.
- Collaborated with product development teams to define product roadmaps based on customer feedback and market trends.
- Utilized growth marketing techniques to drive user acquisition, engagement, and retention for SaaS products.
- Implemented data-driven marketing strategies, leveraging analytics tools to measure campaign performance and optimize marketing initiatives.
- Managed customer feedback and conducted user testing to gather insights and drive product enhancements.
- Developed and executed demand generation campaigns across multiple channels, including digital advertising, content marketing, and email marketing.
- Utilized marketing automation tools to nurture leads and drive conversions throughout the customer journey.
- Collaborated with sales teams to develop sales enablement materials, including product collateral, presentations, and competitive battlecards.
- Demonstrated strong analytical skills by tracking key performance metrics and providing actionable insights for continuous improvement.
- Stayed abreast of industry trends and emerging technologies to identify new growth opportunities and innovative marketing approaches.



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PM COURSES

- Certified Associate in Project Management (CAPM)
- Professional in Project Management (PPM)
- Project Management in IT Security (PMITS)
- CompTIA Project+
- Check Point Advanced Threats Sales Certification
- Datto Certified Deployment Specialist (DCDS) Datto RMM
- Check Point certified CloudGuard IaaS Public Cloud Administrator
- LinkedIn Learning Career Path PMP Certified: Asana, Scrum, Agile, PM Ethics, PM Requirements, PM Foundations, PM Schedules, Budgets, Teams, Communication, Risk, Stakeholders

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WORK EXPERIENCE

UPAGE - PM - (MARKETING TEAM LEAD AND ACCOUNTS MANAGER)

LEAD A TEAM OF MARKETING EXPERTS FOR ONE OF THE LEADING TECH STARTUPS IN PAKISTAN.
HELPED THEM RAISE MORE THAN 2 MILLION USD IN LESS THAN 6 MONTHS
NOV 2021 - DECEMBER 2022

- Responsibilities:
- Lead a large team of graphic designers, media buyers, website developers, content creators, accounts managers, and marketing strategist.
- Plan, build, and report on Client ad campaigns that are executed in:
- Meta (Facebook and Instagram)
- Develop Business Plans and Execute them
- Manage monthly client media budgets of \$3,000+
- Weekly, monthly, and quarterly reporting to key stakeholders
- Ad copywriting and creative direction
- Actively manage paid marketing campaigns to achieve client goals directly on the ad platforms
- Detailed understanding of Meta's audience solutions and the nuances between how they are formed on different platforms
- Collaborate with Allegiance Team members to drive successful outcomes for clients and our business.
- Communicate with clients, peers, and leadership to drive results positively.
- Understand current Advertising trends and synthesize that information into actionable plans
- Interface with clients to understand their goals, outcomes, and expectations
- Social Media Branding for Clients
- Hiring suitable candidates
- Conducted more than 70 Interviews for Multiple Roles
- Our Core values Adaptability, Critical thinking, Interpersonal skills, Working under pressure, Managing Chaos
- Looked after the operational and managerial duties.

PROJECT MANAGER (DEC 2020 - OCT 2021)

CYBERGEN | WEST PALM BEACH, FLORIDA |

- Successfully Coordinated IT-related Projects.
- Identified appropriate KPIs and reported key metrics from digital campaigns
- Project Manager for FortiGate and Fortianalyzer, Implemented in Asia and Europe Sites
- Coordinated the "Onboarding" project for our Client in the USA.
- Coordinated for 30/60/90 days onboarding project
- Developed Business Plans
- Coordinated with Off-Shore Cross functional teams.



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WORK EXPERIENCE

GREEN NEW HOPE - USA DIGITAL MARKETING CROWD FUNDING PROJECT

| DECEMBER 2020 TO JULY 2021

- Lead a Team of 40 environmentalists
- Created website with Website Team
- Created a social Platform like Facebook
- Created a successful crowd funding campaign via IndieGoGo and raised \$80k for our client.
- Created an online web series for Green New Hope.

PROJECT LEAD- COMMUNICATIONS & MEDIA OFFICER

PAKISTAN INSTITUTE OF DEVELOPMENT ECONOMICS |
NOVEMBER 2019 - DECEMBER 2020

- Created Media Cell PIDE, Lead of Media Team PIDE, Managed 200+ Volunteers, Initiated several successful campaigns for PIDE's visibility, coordinated with the IT team for the website.
- Head Social Media Management, Content Creation, Facebook Ads, IT Team, Pixel Management, and Communication team.
- Managed successful campaigns on Twitter, Facebook, LinkedIn & YouTube

PROJECT LEAD (MARKETING)

HIVE PAKISTAN- GLOBAL LEADERS PROGRAM (AFFILIATED WITH HARVARD)
| APRIL 2018 - APRIL 2019

- Social Media Management, Meta Business Manager - Meta Ads - Media Buying
- Developing Business Plans
- Leading a team of technical experts

MEDIA COORDINATOR

PAKISTAN INSTITUTE OF DEVELOPMENT ECONOMICS | APRIL - OCTOBER 2018

- Social Media Management, Photography and Videography
- Operational and Functional duties

RESEARCH ASSISTANT

PAKISTAN AGRICULTURAL RESEARCH CENTER (PARC) SSRI
FAISALABAD | FEBRUARY 2016 - MAY 2017

- Internship (Content Writing, Copy Writing, Data Collection)
- Published a paper on water scarcity



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VOLUNTEER WORK

- Managing a seminar “Characters makes a man Sublime” affiliated with NAB Pakistan as a joint secretary of Character-Building Society University of Agriculture Faisalabad UAF
- Worked as an organizer for 3 days at 33rd Annual General Meeting of PIDE 2017
- Worked as a social-media handler for 20th Sustainable Development Conference organized by SDPI Pakistan
- Volunteered as an event organizer for One World Tour Asia event held at Arts and Crafts Village, Lok Virsa
- Volunteered at HULT PRIZE Pakistan

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CERTIFICATES/ACHIEVEMENTS

- Awarded a certificate of appreciation signed by BILL CLINTON for serving as an leading organizer of HULT PRIZE held at Pakistan Institute of Development Economics
- Islamabad Former Senior Executive member of UAF Media Club Founder & former Joint Secretary of Character-building society UAF Faisalabad
- Founder PIDE Society of Environmental Economics (PIDESE) PIDE Islamabad
- Former Brand Ambassador of “Express Education & Career Expo 2017 ” Held at Pak-China Friendship Centre on 10th – 11th of May representing Pakistan Institute of Development Economics (PIDE)
- 1st Position award for the outstanding performance in On Spot Photography Competition themed “Joy & Happiness” Competing more than 30 participant University from all over the Pakistan
- Passed Graduate Assessment Test (GAT) General conducted by NTS in 2016 with an accumulative percentile score of 90.07%
- Organizer at 33rd Annual General Meeting of PIDE

EDUCATIONAL BACKGROUND

Certified Digital Marketer from DM Virtual University

Digital Marketer Virtual University USA

<https://www.digitalmarketer.com/>

- Certified E-Commerce Marketing Mastery
- Certified Copywriting Mastery
- Certified Digital Marketing Mastery
- CXL Certified Growth Marketer

Masters of Philosophy (MPhil) Economics

International Institute of Development Economics

BSc Hons. Resource Economics