

SULMAN GUL

Ecommerce, Sales & Digital Marketing Professional

PERSONAL INFORMATION

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Date of Birth: 5 January 1988
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PROFESSIONAL SUMMARY

- Digital & Ecommerce Marketing Specialist with 10+ years of experience in online client servicing and digital sales & marketing.
- **Management:** Part of recruitment process, hired and trained over 20 social media and digital marketing executives while improving overall sales and brand image.
- Proven record in developing and executing online sales and marketing strategies.
- **Work Achievements:** 5 times performer and employee of the month at previous work places for innovation in advertising, sales and planning. Raised an ecommerce brand from zero gross sales to USD 100k per month along with lowering the app installs cost (CPA) by 60%.

EDUCATION

Master of Advertising & Communication — Silver Medalist 2016
Shaheed Zulfikar Ali Bhutto Institute of Science and Technology | CGPA: 3.4

Bachelor of Media Science 2013
Shaheed Zulfikar Ali Bhutto Institute of Science and Technology | CGPA: 2.94

Degree Attestations

- Higher Education Commission of Pakistan
- Ministry of Foreign Affairs Pakistan

WORK EXPERIENCE

eTijwaal, eSIM Company (Etisalcom Group) Nov 2025 – Present
Ecommerce Sales & Marketing Manager | Manama, Bahrain

About eTijwaal: eTijwaal is a platform that provides eSIMs for travelers, enabling them to access mobile data plans from various carriers without needing a physical SIM card. It is designed to make international travel easier and more cost-effective by offering flexible connectivity options.

Key Responsibilities:

- **Sales Growth & Campaign Strategy for the Website & App** — Develop revenue targets and execute full-funnel acquisition campaigns across all growth channels.
- **Paid Marketing & Performance Ads** — Manage and optimize Meta, Google, TikTok, and Apple Search Ads to maximize ROAS.
- **Data Analysis & Performance Optimization** — Monitor key KPIs and use data insights to continuously improve campaign performance using tools such as GA4, Clarity, Adjust, Klaviyo & more.
- **Offer Creation & User Engagement** — Create promotional bundles and engagement programs to increase conversions and retention.
- **Social Media Strategy & Team Execution** — Plan content calendars and oversee team execution to maintain consistent brand presence.
- **Influencer Coordination & Impact Tracking** — Collaborate with influencers and track performance using referral links and promo codes.
- **App & Web Portal Promotion** — Drive app installs and improve website conversions through UX and onboarding optimization.
- **Strategy Refinement & Collaboration** — Work cross-functionally with product and support teams to refine marketing strategies.
- **SEO & ASO Strategy & Execution** — Optimize website and app store listings to improve organic traffic and rankings.
- **Email, SMS & Push Notification Marketing** — Implement automated lifecycle messaging campaigns with personalized user segmentation.
- **Business Development & Partnerships** — Establish partnerships with travel industry stakeholders to expand distribution channels.
- **Events Management** — Plan and manage exhibitions and events, including logistics, branding, and lead follow-ups.

Embark Growth Marketing Agency

Jun 2024 – Oct 2025

Performance Marketing Manager | Dubai, UAE

Handling the entire agency ecommerce performance team of PPC, Content, SEO, Social and Website.

- Platforms include Google Ads, META Ads, Snapchat Ads, LinkedIn Ads, Reddit Ads, Quora Ads and many third party publisher networks.
- Responsible to achieve the optimum amount of ROAS using all the above mediums via rigorous A/B testing.
- Working with graphic designers, video editors and tech developers to create designs and landing pages to enhance the brand identity and achieve the most cost effective results.
- Reporting to the Business Director and CEO of the company.

Worked for the following industries:

1. Real Estate Lead Generation (Europe, UAE, KSA, India, Pakistan)
2. Saudi Fintech (BNPL)
3. Saudi Beauty Brand
4. Hospitality (Hotel Lead Generation – UAE)
5. SaaS Product for Marketing Automation (UAE)

Syed Junaid Alam W.L.L – Junaid Perfumes

Nov 2020 – Jun 2024

Ecommerce Sales & Marketing Manager | Manama, Bahrain

- Handled the online multistore of Junaid Perfumes (Syed Junaid Alam WLL).
- Responsible to achieve online sales targets by handling all of the following.
- Handled all the Paid Mediums (Facebook, Twitter, LinkedIn, TikTok, Snapchat, Instagram & more).
- Handled all SEO (On-page & Off-page).
- Handled all Email Marketing.
- Handled all Content Management and Content Marketing (SMS, Push notifications, PR).
- Handled all A/B testing and web optimization along with the creation of new landing pages.
- Handled all other website developments, payment integrations and maintenance with the help of 2 front-end and back-end developers.
- Handled all 3rd party marketing and advertising agencies.
- Handled all the graphic design & content work via two graphic designers, video animator/editors and content writers.
- Handled the online inventory management, courier services and entire logistics side of the ecommerce operations.
- Leading a regional team of 15 direct company resources and dozens of indirect 3rd party resources.
- Reporting to the director of the company.

Metropolitan Warehouse and Delivery Corporation

Apr 2020 – Nov 2021

Head of Ecommerce Marketing | Karachi, Pakistan

- Handled three company portals (websites) to generate ecommerce business. Two websites are B2B lead generation for furniture delivery service all over the U.S. and one is a B2C furniture sale website in the U.S.
- Responsible to make paid marketing strategy based on target market interests, location, age group and disposable income.
- Responsible to assign budget to all the marketing campaigns of different mediums i.e. Facebook Ads, Google Ads, Retargeting, Email Marketing, SMS Marketing, Influencer and Community Marketing, Cluster marketing and Segmentation.
- Responsible to design social media strategy and execute it. Mediums include Facebook, Twitter, LinkedIn, Instagram, Pinterest.
- Responsible to create Search Engine Optimization (SEO) strategy for organic website visitor growth.
- Reporting on all the strategies using Google Analytics, Firebase and other manual and auto reporting systems.
- Making PNL of all executed campaigns.
- Coordinating with the Logistics, Business Development, Customer Service and Finance team on daily basis.
- Handled a team of five resources i.e. SEO Executive, SMM Executive, Content Developer, Web Developer, Creative Designer and Video Animator.
- Reporting to the President of the company.

Golootlo App – Lootlo (Decagon Pvt Ltd)**Nov 2017 – Mar 2020***Head of Ecommerce & Digital Marketing | Karachi, Pakistan*

- Responsible to promote 12,000+ Golootlo partnerships/brands/products and 1000s of Lootlo.pk products via various online mediums i.e. Facebook Conversion Ads, Google Ads with Google Merchant Center, Email Marketing, SMS Marketing, Search Engine Optimization and more.
- Responsible to update their inventories and managing stocks in coordination with the brand alliance and vendor management department.
- Handled the CSR and Delivery Management department creating a seamless sync between the two for powerful customer experience.
- Responsible to keep evaluating the customer journey experience from awareness to order to delivery.
- Responsible to maintain the presence and updating the product info in collaboration with the vendor management and alliance department.
- Coordinating with international brands to keep their products and brand guidelines intact while promoting them via the Golootlo platform.
- Coordinated with McDonald's, Burger King, Pizza Hut, KFC, Junaid Jamshed, OTP, Hardees, Domino's, Dunkin Donuts and more.
- Handled all the paid campaigns of Facebook, Google Search, Google Display, Retargeting, Dynamic Ads, Product Catalogs, LinkedIn and Twitter.
- Working with top Pakistani online publishers to get the brand displayed to the right target audience.
- Executing affiliate marketing projects.
- Devising the entire social media strategy of the two brands via formation of a content calendar and keeping all the posts scheduled a month in advance.
- Devising all the SEO strategy to make sure the brand is generating organic queries thus minimizing the share of paid advertising.
- Handled a team of web and app developers, social media leads, SEO executives, graphic designers and video animators/editors to get all the above work done.
- Analyzing data via Google Analytics, SimilarWeb, SEMrush and other analytics tools to find our customer journey on the websites and devise new engaging landing pages or improve the existing ones.

Gurfati.com – Saudi Startup (Eplanet Communications Pvt Ltd)**Jan 2017 – Oct 2017***Manager Digital Marketing and Operations | Karachi, Pakistan*

- Digital acquisition of local Saudi tourists.
- Plan and execute all web, SEO/SEM, marketing database, email, social media and display advertising campaigns.
- Design, build and maintain our social media presence.
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs).
- Identify trends and insights, and optimize spend and performance based on the insights.
- Brainstorm new and creative growth strategies.
- Plan, execute, and measure experiments and conversion tests.
- Collaborate with internal teams to create landing pages and optimize user experience.
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points.

- Instrument conversion points and optimize user funnels.
- Collaborate with agencies and other vendor partners.
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate.

24Hours.pk Pvt Ltd

May 2016 – Jan 2017

Marketing Manager – Conventional & Digital | Karachi, Pakistan

- Devising strategies to bring online traffic to the website via various online mediums i.e. SEO, Content Marketing, Facebook PPC, Google AdWords, Retargeting, Email Marketing, SMS Marketing etc.
- Devising marketing strategies for conventional mediums i.e. ATL & BTL to create B2B and B2C awareness about company presence to attract potential merchants and investors.
- Developing and maintaining sales funnel both digital and offline of customer journey.
- Coordinating with sales team on daily basis to bring in the best products and services to satisfy customer needs and demands.
- Handled Content Management & Design Department to get content and design work done for the brand.

Vyva Sync Pvt Ltd

Jun 2015 – Jan 2016

Digital Brand Manager | Karachi, Pakistan

- Devising strategies to drive online traffic to the company website.
- Tracking conversion rates and making improvements to the website.
- Developing and managing digital marketing campaigns.
- Utilizing a range of techniques including paid search, SEO and PPC.
- Overseeing the social media strategy for the company.
- Managing online brand and product campaigns to raise brand awareness.
- Managing the redesign of the company website.
- Improving the usability, design, content and conversion of the company website.
- Responsibility for planning and budgetary control of all digital marketing.
- Evaluating customer research, market conditions and competitor data.
- Review new technologies and keep the company at the forefront of developments in digital marketing.
- Analyze results from both an acquisition and retention perspective, taking into account the lifetime value of the subscription.
- Present weekly PPC/Display findings to senior management and provide clear next step action items based on data analysis and Cost per Acquisition trends.

Axact Pvt Ltd

Nov 2013 – Jan 2015

Manager Business Unit | Karachi, Pakistan

- Driving traffic on the product websites to drive conversions.
- Tracking conversion rates and making improvements to the website.
- A/B testing of various digital campaigns.
- Utilizing a range of techniques including paid search, SEO and PPC.
- Instrument conversion points and optimize user funnels.
- Collaborate with agencies and other vendor partners.

- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate.
- Researching competitors & adopting best practices.

Aladin Amusement Park Pvt Ltd

Oct 2011 – Nov 2013

Corporate Sales, Marketing & Brand Activation Manager | Karachi, Pakistan

- Designing communication strategies for different one-to-one and one-to-all communication mediums.
- Bringing national and multinational companies to the venue for corporate events.
- Making customized proposals for each client.
- Generating sales for the corporate department by running a corporate sales team.
- Distributing different venues and categories of business to each sales officer and getting targeted results for the company given target.
- Handled all the ATL, BTL and digital activities of the venue.
- Bi-weekly sales target meetings and reporting from the sales team.

Other Work Experience

- Intern | Pavilion End Club | Jun 2011 – Aug 2011
- Tele Sales Officer | Global Communication Solutions | Karachi, Pakistan | Apr 2008 – Jul 2008
- Jr. Sales Executive | AUA Solutions | Sep 2006 – Dec 2006

SKILLS

Software / CMS Skills

- WordPress, Shopify and Magento Management ★★★★★
- Adobe Photoshop ★★★★★☆
- Adobe Premiere ★★★★★☆
- Adobe Audition ★★★★★☆
- Microsoft Office (Word, Excel, Outlook, PowerPoint) ★★★★★☆

Digital Marketing Skills

- Pay Per Click (PPC) ★★★★★
- Search Engine Optimization & Marketing (SEO & SEM) ★★★★★
- Affiliate, Community and Influencer Marketing ★★★★★
- Social Media Marketing (SMM) ★★★★★
- Email Marketing & Retargeting ★★★★★
- Google Analytics ★★★★★

Language Skills

- English ★★★★★
- Urdu ★★★★★

Other Skills

- Presentation and Public Speaking ★★★★★

- Market Research and Data Analysis ★★★★★
- Copywriting and Content Generation ★★★★★
- New Market Identification and Customer Development ★★★★★
- Contract Management, Renewal and Execution ★★★★★
- Vendor Management, Budget Management and Execution ★★★★★

CERTIFICATES, COURSES & TRAININGS

- Google – AI Powered Shopping Ads Certification
- Google – AI Powered Performance Ads Certification
- Google – Apps Certification
- Google – Ads Measurement Certification
- Google – Conversion Optimization Certification
- Google – Search Ads Certification
- Google – Display Ads Certification
- Google – Ads Creative Certification
- LinkedIn – Marketing Strategy Certification
- LinkedIn – Advanced Search Engine Certification
- Digital Analytics for Marketing Professionals: Marketing Analytics in Theory | Coursera | Instructor: Kevin Hartman | University of Illinois Urbana-Champaign | Jun 2015
- National Innovation Grand Challenge | Participation Certificate | 2015
- English Language Certificate | Students Solution | 2006
- Certificate of Academic Excellence | Dhoraji Youth Services | 2005
- WordPress Essential Training | Instructor: Morten Rand-Hendriksen | Lynda.com

REFERENCES

Embark Marketing Management LLC

Name: Prashant Lodaya
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 Phone: +971 50 345 9871
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Syed Junaid Alam WLL – Junaid Perfumes

Name: Aamir Bashir
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Golootlo App – Lootlo (Decagon Pvt Ltd)

Name: Ali Meruani
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