

HAZAR NAZIYA SHAIK

Digital Marketing Specialist | Data-Driven Campaigns & Conversion Optimisation

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[LinkedIn](#) | [Portfolio](#)

PROFESSIONAL SUMMARY

Data-driven Digital Marketing Specialist with 4+ years' experience managing campaigns, optimising acquisition journeys and using performance data to drive measurable improvements across Google Ads, Meta and LinkedIn. Skilled in GA4, Google Tag Manager, Looker Studio and SEMrush, building dashboards and reports that translate complex data into clear, actionable recommendations for both specialist and non-specialist stakeholders. Experienced in configuring landing pages, forms and tracking, optimising conversion pathways, and aligning campaign activity with CRM processes (Zoho) to support seamless lead generation and reporting. Self-motivated and comfortable managing multiple priorities at pace in a small team, with a practical, process-improvement mindset and a proactive approach to adopting new digital tools and AI-assisted workflows to increase efficiency. Detail-oriented, with strong copywriting skills for digital ads and content.

CORE SKILLS

Performance Marketing & Campaign Management: Google Ads | Meta Ads | LinkedIn Campaign Manager | YouTube Ads | Microsoft Ads | PPC Strategy & Optimisation | Landing Page & Conversion Pathway Optimisation | Funnel Optimisation

Analytics, Reporting & Tracking: GA4 (Google Analytics) | Google Tag Manager | Looker Studio | SEMrush | Ahrefs | Conversion Tracking | Dashboard & Data Reporting | Attribution Analysis

CRM & Marketing Automation: Zoho CRM | CRM-Based Campaign Tracking & Lead Generation | Marketing Automation Support | Forms & Tracking Configuration

Tools, AI & Ways of Working: WordPress / CMS Management | Google Search Console | AI-Assisted Workflows & Efficiency Tools | Process Improvement | Copywriting for Digital Ads & Content | Stakeholder Communication & Reporting

PROFESSIONAL EXPERIENCE

Digital & Web Content Officer (previously Web Content Executive)

Jun 2024 – Present

CS Global Partners, London

- Manage and optimise B2B and government-sector campaigns across Google Ads, Meta, LinkedIn and YouTube, using performance data to drive ongoing improvements in lead quality and ROI.
- Optimise landing pages and conversion pathways, improving qualified lead generation by 15% through audience targeting, bid optimisation, conversion tracking enhancements and funnel improvements.
- Configure landing pages, forms, GA4, Google Tag Manager and GCLID tracking to ensure accurate measurement and seamless user journeys from click to conversion.
- Build and maintain GA4 and Looker Studio dashboards, turning campaign data into clear, actionable reports for both specialist and non-specialist stakeholders.
- Manage monthly paid media budgets exceeding £30,000 across multiple accounts, working at pace in a small, fast-moving team to keep delivery on track.
- Align paid media and website activity with CRM-based processes to support seamless lead capture, tracking and reporting.
- Lead end-to-end website launch delivery, including content architecture, technical SEO and testing, increasing organic traffic by 20%.
- Identify opportunities to improve processes and reduce manual reporting tasks, and support colleagues in adopting new digital tools and AI-assisted ways of working.
- Stay ahead of AI-driven changes in search and digital marketing, proactively exploring AI tools to improve team efficiency and adapting strategy accordingly.

Digital Marketing Executive

Oct 2023 – May 2024

London School of Business, London

- Managed PPC campaigns across Google Ads, Microsoft Ads (Bing), LinkedIn and Meta, improving ROI by 40% through keyword refinement, bid adjustments and audience targeting.
- Optimised landing pages and conversion pathways, supporting a 40% improvement in website traffic alongside SEO and technical fixes.
- Used GA4 and Looker Studio to translate campaign performance data into clear insights and recommendations for stakeholders.
- Managed LinkedIn and Meta social channels, increasing engagement by 25%, and wrote ad copy and content across channels.
- Mentored four interns, supporting their onboarding into digital marketing tools, reporting processes and workflows.

Digital Marketing Analyst

May 2020 – Aug 2022

Tvisha Technologies, Hyderabad

- Managed PPC and digital marketing campaigns for healthcare, beauty and eCommerce clients within a B2B agency environment, working across multiple accounts at pace.
- Increased organic traffic by 25% through SEO strategy, keyword research and content optimisation.
- Conducted performance analysis using GA4, Google Search Console and SEMrush, translating data into clear optimisation recommendations.
- Built client-facing dashboards in Looker Studio for campaign reporting and insights, and supported CRM-based lead tracking.
- Created SEO-optimised content and ad copy, improving engagement rates by 20%.

PROJECTS

Personal Portfolio Website | hazar-portfolio-kappa.vercel.app

- Designed, developed and launched a personal portfolio website, including landing page structure and on-page SEO; planned and implemented SEO from the ground up, including keyword research and technical setup, to build organic visibility.

Shine Fitted Wardrobe | shinefittedwardrobe.com

- Manage and maintain an eCommerce/home-improvement business website on an ongoing basis, overseeing landing pages, SEO, SEM and Google Ads campaigns to drive qualified traffic and generate leads.

EDUCATION

Master of Business Administration (MBA)

2023

London Metropolitan University, London

CERTIFICATIONS

- PPC Executive Certification – Chartered Institute of Marketing (CIM), 2025
- Google Analytics 4 (GA4) Certification – Google Skillshop
- Branding and Marketing Certification – University of Oxford