

# Shoaib Alam

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<b>OBJECTIVE</b>	Seeking networking opportunities in the field of Digital Media and Integrated Marketing.
<b>PROFESSIONAL SKILLS</b>	<b>Business Strategy Development; Big Data Analysis; Digital Marketing; Digital Analytics;</b> Marketing Research; Project Management; <b>Planning and Evaluation;</b> Budget Planning; Cost Management; Expense Avoidance; <b>Analytical Reporting;</b> Graphic Designing; Web Development; <b>Digital Media Analysis;</b> Behavioral Targeting;
<b>MANAGEMENT SKILLS</b>	<b>Effective Team Manager;</b> Critical Thinking; Strong Analytical Skills; Flexibility & Adaptability to Change; <b>Attention to Detail;</b> Excellent People Skills; Excellent at Giving Presentations; Strong Leadership Skills; Strong Team Player; <b>Excellent Interpersonal Skills;</b> Effective Decision Maker; <b>Effective Budget Management; Creative &amp; Effective Problem Solver; Remote Team Management; Building Client Relationships;</b> Contract Negotiations & Renewals; <b>Recognizing Sale Opportunities; Leading Sales Cycle;</b>
<b>COMPUTER PROGRAMING &amp; DESIGN SKILLS</b>	<b>Website:</b> <a href="http://www.shoaibalam.com">www.shoaibalam.com</a> Microsoft Office (Excel, Word, PowerPoint, Outlook, Access, Publisher); Adobe Creative Suite (InDesign, Illustrator, Photoshop, Dreamweaver); HTML, CSS, JavaScript, PHP; <b>Social Media Marketing (SMM); Content Management Systems (CMS); Search Engine Optimization (SEO);</b> Web Analytics; <b>1:1 Test &amp; Targeting; SiteCatalyst; CQ5; Scene7;</b>
<b>EXPERIENCE</b>	<b>Lead Digital Strategy Consultant &amp; Solution Architect – Target Consulting, Adobe Systems</b> (March 2014 – present) Managing teams to drive substantial and measurable lift in the digital properties of the world's leading companies. Using in-depth knowledge of analytics reports, client's website architecture, and online business goals to provide strategic optimization and solution recommendations to produce ROI. Experience includes product integrations, custom solution development, A/B testing, multivariate testing, display, SEO/SEM, user segmentation, email testing and mobile testing. <ul style="list-style-type: none"><li>• Managing projects to keep them on schedule and within scope.</li><li>• Gaining an in-depth knowledge of a client's website architecture, online business model, and customer goals. Document these findings in a concise and error-free presentation.</li><li>• Analyzing large and detailed, yet incomplete, data sets in order to make recommendations around follow-up tests.</li><li>• Analyzing data from automated behavioral targeting engine in order to make recommendations around how to improve the algorithmic modeling.</li><li>• Building detailed wireframes and manage their creative production in order to accomplish testing goals while adhering to customer's style guides.</li><li>• Managing development teams to diagnose and troubleshoot technical issues, ensure proper content display, validate data, and properly manipulate JavaScript, XHTML and CSS.</li><li>• Working on multiple projects, with multiple remote teams, at one time.</li><li>• Interacting frequently with clients via phone, email, and in-person.</li><li>• Creating technical page-tagging strategies.</li><li>• Managing test planning, setup and QA alongside Development Team.</li><li>• Creating data analysis, business analysis, customer analysis, wireframes, and test plans.</li><li>• Creating and presenting results, learning and recommendations from tests.</li><li>• Validate and debug implementations and follow through on issues until resolved.</li><li>• Communicate constantly with customers and Managers throughout the project lifecycle and provide regular status updates.</li><li>• Awarded for Adobe's Sales Achievement three years in a row; 2011, 2012 &amp; 2013</li></ul>

### **Solution Architect & Associate Consultant – Target Consulting, Adobe Systems**

(February 2012 – March 2014)

- Maintaining expertise in all web analytic and digital marketing tools available in the Adobe Digital Marketing Suite (Test & Target, SiteCatalyst, Insight, Discover, Recommendations, Scene7 etc.)
- Working with project teams to offer technology-based solutions and consult on concept feasibility.
- Offering guidance to Marketing Consultants and Optimization Managers in defining architecture and best approach for building out moderate-complexity applications.
- Develop main framework for large-scale applications according to an API defined.
- Completing design documentations as part of architecting and for moderately complex applications.
- Reviewing code with developers to ensure code quality and adherence to coding standards.
- For large-scale applications, working with the Adobe Product Team to help define modules needed and making recommendations on the appropriate implementations for each module.
- Strong focus on communication with development, creative, an engineering and client service teams.
- Providing status updates to clients and managers for currently assigned projects, while still maintaining the responsibilities of a Digital Consultant.

### **Associate Consultant – Adobe Digital, Adobe Systems**

(May 2011 – January 2012)

- Performing **A/B/n testing** and **Multivariate Testing**, using **1:1 Test & Targeting** and **SiteCatalyst** on various digital projects.
- Analyzing large and detailed data sets in order to make recommendations and follow-up tests.
- Managing development teams to diagnose and troubleshoot technical issues, ensure proper content display, validate data and properly manipulate JavaScript, XHTML and CSS.
- Validating and debugging implementations and followed through on issues until resolved.
- Communicating constantly with customers and managers throughout the project lifecycle and providing regular status updates.
- Working on multiple projects, with multiple remote teams, at one time.
- Managing projects to keep them on schedule and in scope, while creating deliverables for a variety of Fortune 500 clients such as: **American Express, Comcast, Citi, Discover, eTrade, Fidelity, Toyota** and **Wells Fargo**.

### **Project /Accounts Manager - Marketing WNY**

(September 2010 – December 2010)

- Led team of five in various web development projects.
- Implemented Graphic Designing, CMS, SEO and SMM in all relevant projects.
- Planned and budgeted the expenses related to each project.

## **EDUCATION**

UNIVERSITY AT BUFFALO, THE STATE UNIVERSITY OF NEW YORK

**Bachelor of Science in Business Administration**, September 2010

Concentrations: International Business

School of Management **GPA: 3.2/4.0**

INTERNATIONAL INDIAN SCHOOL, Riyadh – Saudi Arabia

**C.B.S.E Higher Secondary**, 2004

Concentrations: Math, Physics, Chemistry

## **LANGUAGES**

English, Hindi, Bengali, Urdu, Intermediate in Arabic