

SHAWAL SHABBIR

B2B MARKETING STRATEGIST | FIELD MARKETING & DEMAND GENERATION



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Dubai, UAE

SUMMARY

B2B marketing professional with 6+ years of experience and end-to-end ownership across strategy, budgets, integrated campaigns, events, ABM, digital channels, PR, sponsorships and marketing operations. Currently Senior Marketing Executive at ServeU, with responsibilities spanning the full marketing cycle. Partner closely with Sales, Business Development and leadership to engage priority accounts, generate qualified opportunities and connect marketing investment to pipeline. Manage annual marketing budgets up to AED 5M, with CRM lead management, attribution and performance reporting. Combine hands-on delivery, agency coordination and customer insight to drive measurable commercial outcomes.

CORE COMPETENCIES

- ◆ Field Marketing & Demand Generation
- ◆ Revenue & Pipeline Generation
- ◆ Account-Based Marketing (ABM)
- ◆ Target-Account Engagement
- ◆ Campaign Budget Management & ROI
- ◆ Integrated Multi-Channel Campaigns
- ◆ Thought Leadership & Brand Building
- ◆ Industry Conferences & Event-Led Pipeline
- ◆ CRM, Lead Management & Attribution
- ◆ Marketing Operations & ROI Reporting
- ◆ CRM, Customer Apps (Aibtikar), Web & Automation
- ◆ Cross-Functional, Agency & Vendor Management

KEY ACHIEVEMENTS

30% Lift in MQLs & Engagement
ABM programs co-developed with Sales at ServeU delivered a 30% increase in marketing-qualified leads and a 30% lift in brand engagement.

Budgets of up to AED 5M
Owned annual marketing budgets from AED 350K to AED 5M, allocating spend by ROI and pipeline contribution rather than activity.

20% Higher ROI, 22% Lower CAC
Continuous audience, creative and bid optimisation at EnFM lifted campaign ROI 20%, cut acquisition cost 22% and lifted ROAS ~1.3x.

25% More Qualified Inquiries
Account-based marketing for priority developers, hospitality groups and corporate occupiers at The FITOUT drove a 25% rise in qualified project inquiries.

Event-Led Pipeline That Converted
UAE SWAT Challenge and Big 5 Global presence generated 6-7 qualified leads, several of which BD converted into signed contracts.

50+ Sector Marketing Assets
Delivered 50+ corporate profiles, case studies, tender brochures and presentations that supported tender submissions and key-account engagement.

PROFESSIONAL EXPERIENCE

Senior Marketing Executive

Union Properties (parent company) | Sept 2024–Present; ServeU (subsidiary) | 2024–Present

- Parent-company remit: content strategy, thought leadership, brand building, events and executive engagement. Manage group-level responsibilities alongside end-to-end marketing delivery across subsidiaries.
- Own an annual marketing budget of AED 5M, allocating investment across email, events, paid digital, social, content and sponsorships to maximise ROI and pipeline contribution.
- Built and executed account-based marketing (ABM) programs for strategic target accounts, co-developing personalised engagement plans with Sales; delivered a 30% increase in marketing-qualified leads (MQLs) and a 30% lift in brand engagement.

- Lead end-to-end planning of industry exhibitions, sponsorships, executive forums and networking events — target-attendee lists agreed with Sales, pre-event outreach, onsite engagement and post-event nurture — converting event activity into BD-qualified opportunities.
- Marketing operations & CRM: work with the CRM team on lead capture, routing, pipeline tracking and campaign attribution; established lead-management processes that improved lead response times and MQL-to-opportunity conversion, and maintain data quality for accurate reporting.
- Aibtikar app: supported the go-to-market and adoption of ServeU's customer-facing Aibtikar app — positioning, launch campaign, onboarding content and client adoption drives — and contribute to website and digital customer-experience initiatives, turning in-app feedback and client surveys into product, service and UX improvements that lift satisfaction and retention.
- Deliver monthly performance, ROI and pipeline-contribution reporting to senior management, driving data-led decisions on budget allocation and campaign optimisation.
- Built unified messaging and an annual thought-leadership content calendar (CSR initiatives, client success stories, mobilisations), amplified across LinkedIn, email and web to support sales enablement.
- Direct brand governance across every prospect and customer touchpoint (digital, proposals, uniforms, fleet, facilities) and manage creative, media and event agencies so campaigns land on time, on budget and against agreed KPIs.

Senior Marketing Executive

The FITOUT | 2024 - Present

- Partnered with Business Development to design and execute field marketing programs for commercial, residential and hospitality fit-out, aligning every campaign to tender pipelines, target accounts and quarterly revenue priorities.
- Owned an annual marketing budget of AED 350,000 across digital, print, events and showroom activity, allocating spend by pipeline contribution and ROI rather than activity, and reporting monthly to leadership.
- Ran account-based marketing for priority developers, hospitality groups and corporate occupiers — personalised capability decks, project case studies, LinkedIn outreach and email sequences agreed with BD — driving a 25% increase in qualified project inquiries.
- Digital demand generation: planned and optimised LinkedIn and Meta paid campaigns, Google Search and SEO for fit-out and interior keywords, and project landing pages with lead forms; tracked cost per lead and lead-to-opportunity conversion in Google Analytics and the CRM.
- Events and Award Sponsorships: led exhibition participation and sponsorships, hosted showroom evenings, completed-project walkthroughs and executive site tours for decision-makers, with pre-event target lists, onsite capture and post-event follow-up handed to sales.
- Traditional and print: produced corporate profiles, project portfolios, tender brochures and direct-mail packs for key accounts; managed site hoardings, showroom signage, vehicle and uniform branding and outdoor placements around live projects to build visibility with occupiers and developers.
- PR and thought leadership: secured trade-media coverage and industry-award submissions for completed projects, and published client testimonials, design-capability pieces and project stories across LinkedIn, web and email to support tenders and client presentations.
- Marketing operations: set up lead capture, qualification and routing to BD in the CRM, attributed enquiries back to campaign and channel, and delivered monthly lead, conversion and pipeline-influence reporting to leadership.

Digital Marketing Executive

Emirates National Facilities Management (EnFM), Dubai | 2022 - 2024

- Led B2B marketing and brand strategy across Facilities Management, Government and Corporate sectors, partnering with Business Development to align campaigns to tender pipelines, target accounts and revenue goals.
- Managed an annual marketing budget of AED 2M across paid digital, email, exhibitions and print; improved campaign ROI by 20% and cut acquisition cost by 22%, lifting return on ad spend (ROAS) by approximately 1.3x through continuous audience, creative and bid optimisation.
- Event-led pipeline: planned and ran EnFM's presence at the UAE SWAT Challenge, Big 5 Global and other industry exhibitions and stands — target-attendee outreach before the show, lead capture on the stand and structured post-event follow-up with BD — generating 6-7 qualified leads from these events, several of which BD converted into signed contracts.
- Digital demand generation: built and optimised LinkedIn, Meta and Google Search campaigns and sector landing pages with lead forms; tracked cost per lead, lead-to-opportunity conversion and channel attribution in Google Analytics and the CRM to guide monthly budget reallocation.
- Email and nurture: launched segmented email campaigns and post-enquiry nurture sequences for government, corporate and healthcare prospects, keeping accounts warm between BD touchpoints and shortening time from enquiry to proposal.
- Developed and delivered 50+ sector-specific marketing assets (corporate profiles, case studies, tender brochures, presentations and digital collateral) that supported tender submissions, proposals and key-account engagement.
- Marketing operations and reporting: maintained lead tracking and campaign attribution in the CRM and produced monthly performance, ROI and market-insight reports for Business Development, Operations and Senior Leadership, informing pipeline forecasting and go-to-market priorities.

Marketing Specialist

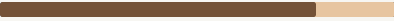
Agricultural World Gardens, Dubai | 2021 - 2023

- Owned social media strategy and the monthly content calendar across Instagram, Facebook, LinkedIn and YouTube for AWG's landscaping, garden design and maintenance services, targeting villa owners, developers, facility managers and hospitality clients.
- Planned and optimised paid social campaigns (Meta and LinkedIn) for seasonal landscaping offers, project showcases and B2B maintenance contracts, managing audiences, creative and budget against cost per enquiry and enquiry-to-quote conversion.
- Introduced video and visual-storytelling formats — project before-and-after reels, site walkthroughs, seasonal plant-care tips and client testimonials — driving a 30% increase in audience interaction and stronger inbound enquiries.
- Built an analytics and content-performance framework (Meta Business Suite, Google Analytics, monthly dashboards) that tracked reach, engagement, traffic and leads by post and campaign, improving campaign effectiveness by 20% through data-led optimisation.
- Ran social lead generation and community management: qualified enquiries from DMs, comments and lead forms, routed them to the sales team with context, and followed up with nurture content to move prospects toward quotes.

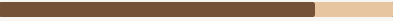
- Led copywriting and content optimisation across social, website and email, sharpening messaging by segment (residential vs commercial) and improving consistency and conversion.
- Supported events and activations — garden and landscaping exhibitions, showcase days and partner collaborations with nurseries and developers — with pre-event promotion, live coverage and post-event follow-up content.
- Collaborated with Business Development, creative and customer-experience teams and prepared monthly website and marketing performance reports that informed content, campaign and budget decisions.

SOFTWARE

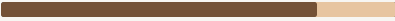
• **Adobe Photoshop**



• **Adobe InDesign**



• **Adobe Premiere**



• **Adobe Illustrator**



• **Adobe Lightroom**



• **Canva & CapCut**



• **WordPress**



• **Microsoft Office**



EDUCATIONAL RECORDS

- **Diploma in Digital and Professional Marketing Level 6 – Chartered Institute of Marketing (CIM) – Ongoing**
- **Doctorate in Business Administration, Kennedy University – Ongoing**
- **Masters in International Relations – 2023**
- **Bachelor in Journalism – 2020**

CERTIFICATIONS

- **Diploma in Digital and Professional Marketing – Level 6** Chartered Institute of Marketing (CIM)
- **Certificate in Digital Marketing** HACA – KHDA Approved, Dubai
- **Marketing Strategy: Competitive Intelligence** LinkedIn Learning
- **Brand Strategy: Management of Your Brand Reputation** LinkedIn Learning
- **Content Marketing and SEO Fundamentals** Semrush
- **Certificate in Brand Design** Udemy
- **Certificate in Digital Marketing** Udemy Online Academy
- **Content Marketing Certification** HubSpot Academy

LANGUAGES

English

Urdu

Hindi

INTERESTS

Artificial Intelligence

Exploring AI applications in marketing.

Creative storytelling

Turning ideas into engaging narratives.

Digital trends

Following new platforms and customer behaviours.

Brand experiences

Connecting brands with their audiences.

Reference will be provided upon request