

DIGITAL EXPERIENCE & ACCOUNT ENGAGEMENT

CASE STUDY

Joining up the brand, the customer journey and the team.

SHAWAL SHABBIR

Marketing-led digital and go-to-market delivery

THE CHALLENGE

Aligning customer-facing digital experiences and account engagement across teams with different responsibilities.

HOW I ADDRESSED IT

I worked with Sales, Product Marketing, Customer Success, Product and Leadership to align messaging and go-to-market priorities. I contributed marketing requirements to the website, mobile application and CRM/CMS rollout, and used customer feedback and account insights to refine communication and personalised engagement.

MY CONTRIBUTION

Strategy, cross-functional coordination and hands-on marketing delivery — connected to the business objective.

Approach. Delivery. Contribution.

OVERVIEW

Digital experience & account engagement. Joining up the brand, the customer journey and the team.

TEAM ALIGNMENT

Aligned messaging and go-to-market priorities with Sales, Product, Customer Success and Leadership.

ACCOUNT INSIGHT

Used customer feedback and buyer intelligence to refine personalised engagement.

PROBLEM TO SOLVE

Aligning customer-facing digital experiences and account engagement across teams with different responsibilities.

DIGITAL COORDINATION

Contributed marketing requirements to the website, mobile application and CRM/CMS rollout.

RESULTS & BUSINESS CONTRIBUTION

Business purpose: create a more connected customer journey and more relevant account engagement. Project-specific performance figures are not shown.

Source: professional experience and resume supplied by Shawal Shabbir. Reported figures relate to the brand initiatives described; no additional results have been inferred.