

INTEGRATED CAMPAIGNS & EXECUTIVE ENGAGEMENT

CASE STUDY

Connecting campaigns, conversations and Sales.

SHAWAL SHABBIR

Senior Marketing Executive

THE CHALLENGE

Turning brand engagement into qualified opportunities for Sales, rather than treating campaigns and events as isolated activities.

HOW I ADDRESSED IT

I co-developed personalised account engagement plans with Sales and connected email, events, paid digital, social and content. I planned engagement before, during and after events, with CRM lead capture, routing and attribution to support follow-up and reporting.

MY CONTRIBUTION

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

Approach. Delivery. Contribution.

OVERVIEW

Integrated campaigns & executive engagement.
Connecting campaigns, conversations and Sales.

SALES ALIGNMENT

Co-developed account engagement with Sales and aligned campaigns to regional priorities.

MEASUREMENT

CRM lead capture, routing, attribution and monthly performance reporting.

PROBLEM TO SOLVE

Turning brand engagement into qualified opportunities for Sales, rather than treating campaigns and events as isolated activities.

CONNECTED DELIVERY

Integrated channels and pre-event, onsite and post-event engagement.

RESULTS & BUSINESS CONTRIBUTION

Resume-reported outcomes: 30% increase in marketing-qualified leads and 30% lift in brand engagement. Annual marketing budget managed: AED 5M.

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