

RANA SAAD SHAHZAD

MARKETING TECHNOLOGY ARCHITECT 📍 REMOTE

◦ DETAILS ◦

Remote
saadshahzad64@gmail.com

◦ LINKS ◦

[Upwork Public Profile](#)
[LinkedIn Profile](#)
[Direct Response Copywriting Certification](#)
[Head of Marketing Certification](#)

◦ SKILLS ◦

Digital Marketing
Infusionsoft CRM
Hubspot CRM
Marketo
SalesForce Suite
Pardot
ActiveCampaign
Zapier/Integromat
Marketing Automation
REST API Integrations
CRM Systems
Amazon Web Services
Funnel Building
Google Analytics
Clickfunnels
Hyros
Backend Funnel Building
Creativity and Problem Solving
PlusThis
Elementor
Divi
LeadPages
Facebook Ads



PROFILE

Marketing Technology Architect who designs **revenue-driving martech ecosystems** and **CRO frameworks for scaling businesses (\$3–10M)**. I combine technical integrations, AI automation, and advanced testing to unlock predictable growth and operational scale.

Selected impacts: recovered \$80K+ through billing migrations; improved inbox placement from ~2–4% to 33% for a 10M monthly sender; deployed AI chatbots across 24+ accounts; architected membership platforms with 15K signups; and led CRO programs running 400+ experiments annually.

I diagnose technical bottlenecks and implement integrated solutions - CRM and billing migrations, complex tracking and multivariate testing, affiliate reconciliation, BI dashboards, and automation -that translate marketing activity into measurable revenue.

Core platforms: Convert.com, Sticky.io, CheckoutChamp, WordPress, Zapier, Infusionsoft/Keap, ActiveCampaign, GHL, AWS, plus emerging AI tools. Certified: Head of Marketing (DigitalMarketer) and multiple platform certifications. Currently helping scaling companies build the martech infrastructure and optimization frameworks needed for their next growth phase.



EMPLOYMENT HISTORY

Marketing Technology Architect at Profitable Media, San Jose

Sept 2023 — Present

Lead complex marketing technology implementations and revenue optimization projects for scaling businesses (\$3–10M revenue range). Architect integrated solutions spanning membership platforms, CRM migrations, email deliverability, and conversion optimization systems.

- Leading DIY/Crafts Platform: Architected full-stack membership platform generating 15K signups (9K annual), recovered \$80K revenue through billing migration, implemented BI analytics dashboard
- Wellness Research Company: Resolved critical email deliverability issues affecting 10M monthly emails, improving provider deliverability from 2–4% to 33% open rates
- 8-Figure Health Coaching Business: Led operational turnaround of largest client account — hired 6 developers, trained 2 AMs, implemented automated QC and simultaneous testing capabilities
- CPA Marketing Network: Managed complex affiliate tracking architecture across multiple platforms with automated reconciliation systems
- Developed complexity scoring systems for capacity planning and resource allocation across client accounts
- Built internal automation systems for ticket escalation, account health monitoring, and performance tracking

Marketing Technology Officer at Network Marketing Pro, Las Vegas

Jun 2022 — Apr 2023

I was quickly promoted to the role of MarTech chief and I was handling all marketing technology and executing all marketing plans. In my role, I accomplished:

- Developing & executing Marketing strategies and funnels to sell event tickets. This involved setting up funnels, backends, email followups and several differentiated checkouts based on varying pricing strategies.
- I oversaw a team of developers and created a REST API bridge to a Node.JS server to manage close to 50k attendees at our virtual events and regulated their access to this event through this connection.

Google Ads
SaaS Marketing
Email Marketing
Wordpress
Marketing Analytics
Zoho CRM
GoToWebinar/EverWebinar
FixYourFunnel
JavaScript
HTML/CSS

- I oversaw the tech stack and was responsible for the maintenance and initial migration of all websites to AWS.
- I created the various campaigns needed inside the Infusionsoft CRM along with relevant automations needed to make sure marketing operations ran smoothly.

Marketing Coordinator at Network Marketing Pro, Las Vegas

Feb 2022 — Jun 2022

I joined as a Marketing coordinator, however, I was soon promoted to a Marketing Tech officer along with additional duties as an Interim CMO due to my expertise and experience in general with marketing strategies and their execution which are detailed above.

In my initial months, I was responsible for:

- Creating a strategy to increase ticket sales for both of the companies annual events, held in May & December.
- Implementing the said strategy to drive ticket sales and traffic to the event website.
- Managing social media accounts to deliver a tailored experience to our virtual attendees.
- Building a Marketing team that could deliver results since I was starting here from ground zero.

Marketing Automation Specialist/Funnel Builder at eCom Capital, Gold Coast

Mar 2021 — Feb 2022

An average day at eCom capital saw me connecting different tools and platforms that they used with their Infusionsoft CRM, creating and tracking landing pages, optimising funnels based on analytics data from Facebook and handling all integrations involved with marketing.

I created complex campaigns to convert leads into customers and my main duties aligned with optimising such campaigns. To that end, I dealt with everything involved with setting up the campaigns and the tools that we needed for the campaigns to function.

Funnel Builder at Awesm Marketing, Oslo

Sept 2020 — Mar 2021

My main responsibilities were running the marketing department and making sure that our tools and platforms along with our campaigns were all connected.

This involved creating landing pages, publishing ads, making campaigns in clickfunnels and infusionsoft, setting up tracking, managing people to get copywriting and graphic design work done, assimilating it all together and coming up with unique ways to convert leads off facebook.

Marketing Automation Specialist at Self-Employed as Upwork Freelancer, Lahore

Jul 2012 — Sept 2020

I started working in this industry as a freelancer on Upwork and my Upwork profile can verify my work experience as well as give an insight into my reviews. I have worked for numerous clients over the years and there is no way to document them all on this resume, so this is the best way I could think of to document that experience.

[The profile can be found here.](#)

EDUCATION

Bachelor's in Political Sciences, Lahore University of Management Sciences, Lahore

Aug 2017 — May 2021

★ CERTIFICATIONS

Infusionsoft Certified Partner

Sept 2018 — Present

I am a certified Keap Consultant/Partner.

Direct-Response Copywriting Specialist | Issued by DigitalMarketer

Jun 2022 — Present

Certified Direct-Response Copywriting Specialists are uniquely qualified to help brands and businesses get people to take specific, measurable actions — driving them to make purchases or become sales leads. They are trained to write copy for offline media such as direct-mail letters, print ads, etc., as well as online marketing tactics such as emails, web pages, paid search ads.

410-101: Facebook Certified Media Buying Professional

Jan 2022 — Present

This exam identifies candidates who possess advanced competency in the skills, tools, advertising policies, and best practices required to buy ads on Facebook, Instagram and Messenger.

Professional Certificate in Marketing: Head of Marketing Bootcamp | Issued by DigitalMarketer

Aug 2022 — Present

DigitalMarketer's Head of Marketing Bootcamp focuses on the 4 key skills of marketing leaders: strategy, execution, measurement, and optimization. Mastery of these skills is the difference between being a specialist in a specific marketing discipline and actually holistically understanding marketing strategy. Those who have successfully completed the Bootcamp are equipped with the skills, knowledge, and "in the trenches" experience to execute an integrated marketing strategy that drives growth.