



Demand Generation, Digital Marketing, & RevOps Strategy

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PROFESSIONAL PROFILE



Strategic Marketing Specialist

A results-driven Demand Generation expert with over 10 years of experience across B2B organizations. I specialize in building practical marketing systems that bridge the gap between creative execution and operational performance.

My focus is on pipeline visibility, campaign messaging consistency, and using AI-enabled workflows to drive sustainable revenue growth.

CORE EXPERTISE



Demand Gen

Driving multi-channel demand generation through outbound, paid media, retargeting, and content strategy.



RevOps Support

Improving CRM execution, lead management, pipeline visibility, and reporting across growth teams.



AI Workflows

Leveraging AI tools to accelerate planning, writing, research, and operational efficiency.



Paid Media

Supporting digital advertising strategy, targeting, and campaign execution across major paid channels.



Lifecycle

Building email and nurture programs that strengthen engagement, lead progression, and customer communication.



Web Ops

Overseeing website updates, landing page execution, UX improvements, and front-end management.

PROFESSIONAL JOURNEY

2016 — 2019

Growth Lead

Cloudways / OneVPN

Scaled organic traffic by 68% through conversion-focused content and landing page optimization.

2025 — 2026

Marketing Manager

Set2Close

HubSpot Elite Partner scaling Demand Gen, scaling 70+ outbound campaigns with high win rates.

2013 — 2016

Digital Lead

Symmetry / ePlanet

Managed global brands like Unilever & Toyota. Led digital execution across multi-region campaigns.

2019 — 2024

Sr. Specialist

Canadian Payroll Services

Increased leads by 62% via PPC and improved email engagement by 35% through HubSpot workflows.

SET2CLOSE SUCCESS

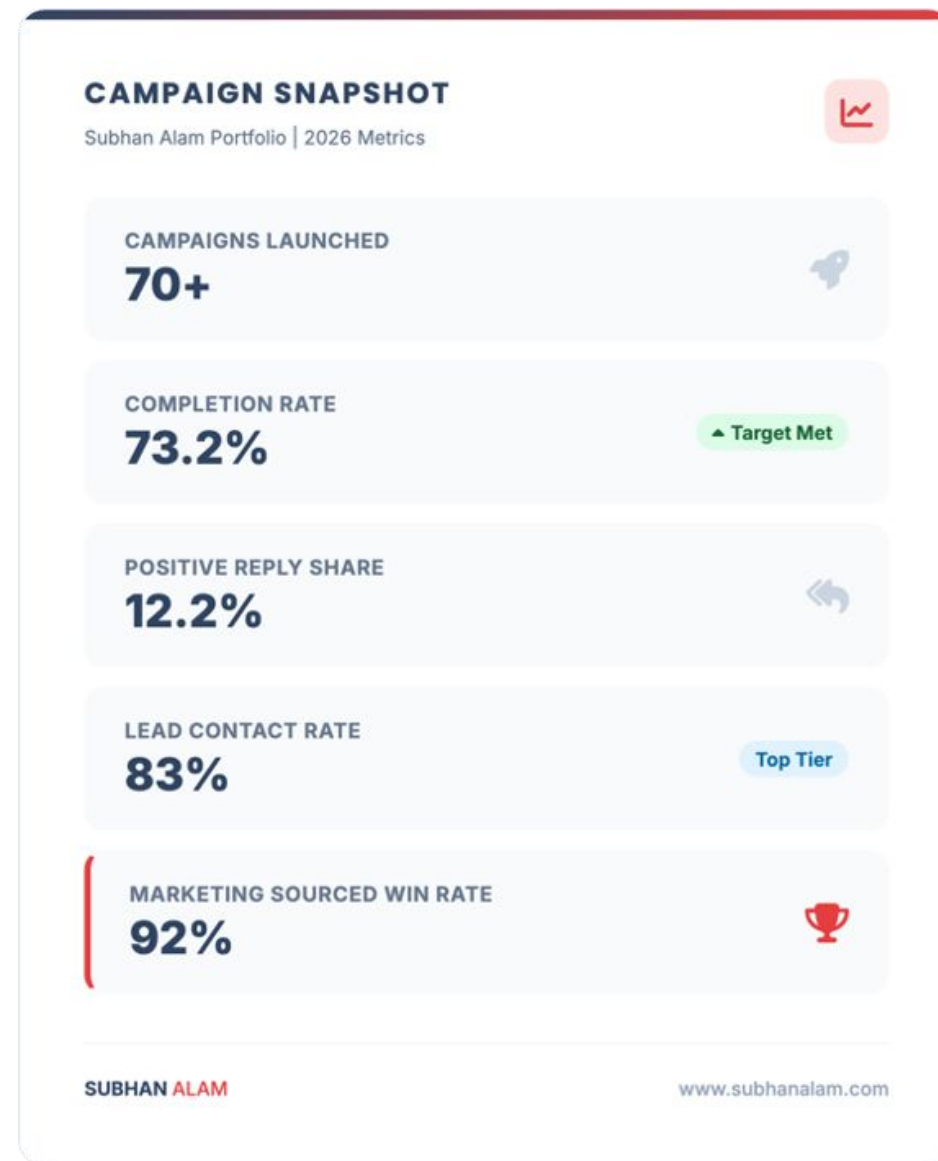
Elite HubSpot Partner

Led comprehensive demand generation strategies for a HubSpot Elite Solutions Partner, focusing on high-growth B2B organizations.

Supported over 70 outbound campaign launches centered on RevOps hygiene, pipeline tracking, and revenue leak detection.

Primary Contributions:

- Multi-channel Demand Gen architecture
- Persona-based outbound messaging
- Lifecycle stage hygiene initiatives
- HubSpot workflow automation







OUTBOUND IMPACT METRICS

92%
Win Rate on Sourced Ops

Measurable Outcomes

By refining messaging centered on "Revenue Navigator" and "Lifecycle Hygiene," I drove exceptional quality in the sales pipeline.

-  83% Lead Contact Rate via HubSpot routing.
-  73.2% Campaign Completion rate.
-  12.2% Positive share of replies.
-  70+ High-intent campaigns launched.

LINKEDIN & SOCIAL GROWTH

Thought Leadership

Spearheaded Set2Close's organic LinkedIn presence, establishing regular content rhythms around HubSpot and RevOps topics.

Supported bi-weekly newsletter distribution, focusing on article views and subscriber engagement trends.

6.3%

NEWSLETTER CONVERSION

Conversion rate from organic impressions to active newsletter subscribers.

CANADIAN PAYROLL SERVICES

Metric Type	Strategic Initiative	Outcome
Lead Generation	Data-driven Google Search (US Market focus)	+62% Increase
Email Engagement	Personalized segmentation & Agile CRM workflows	+35% Open Rate
Social Interaction	Multi-platform interactive content strategy	+40% Engagement
Web Conversions	UX redesign and landing page optimization	Significant ROI Boost

Leveraged tools including SEMrush, Google Analytics, and A/B Testing platforms to achieve these results.

ZELLBURY RETAIL

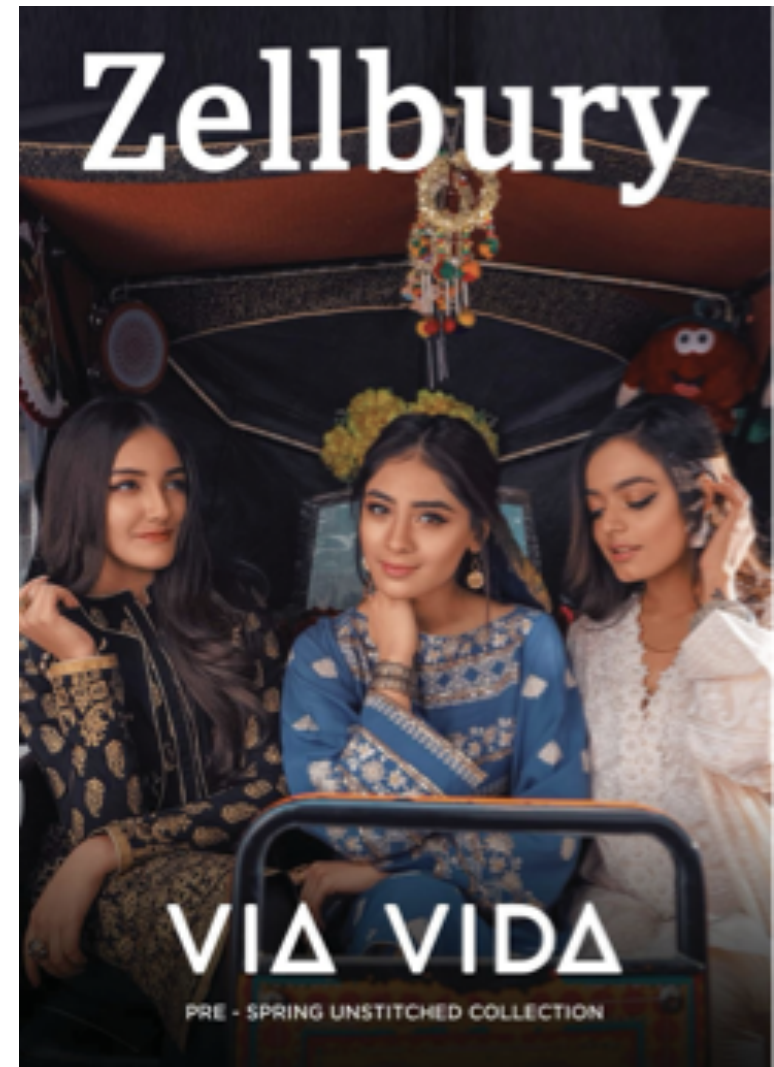
Pre-Spring Campaign

Zellbury aimed to maximize sales revenue for their seasonal collection in a highly competitive market.

Solution: A comprehensive strategy involving targeted social media ads, personalized email blasts, and strategic influencer partnerships.

150% Surge in Sales Revenue

70% Boost in Engagement



BRANDING & CORPORATE IDENTITY

The logo for Digitono Agency features the word "Digitono" in a bold, black, sans-serif font. A small blue dot is positioned above the letter 'i'.

Digitono Agency

Complete brand ecosystem with bold, clean typography.



Careerleaf SaaS

Redesigned modern identity for recruitment platforms.



CBox Studio

Sleek, tech-focused aesthetic for HRIS software.

CERTIFICATIONS & EDUCATION



Chartered Marketer (CM)

Strategic marketing designation, 2025.



AI in Marketing

Advanced certification in LLM utilization, 2024.



Google Analytics

Advanced certification in GA4 and reporting.



Salesforce Marketing Cloud

Email Specialist (In progress).



Scrum Master (SMAC)

Accredited certification, 2017.

Academic Foundation

Master's in Management & Admin

University of Karachi, 2014

PG Diploma in Public Admin

University of Karachi, 2013

WHAT I BRING



Strategic Marketing Execution

Able to turn business priorities into clear campaigns, messaging, and practical marketing initiatives.



Multi-Channel Experience

Hands-on experience across outbound, paid media, content, email marketing, LinkedIn, and web projects.



RevOps-Aligned Thinking

Comfortable working within HubSpot, lead flow, pipeline visibility, reporting, and marketing operations.



AI-Enabled Efficiency

Uses AI tools to accelerate research, writing, planning, documentation, and execution quality.



Let's Drive **Growth**

Open to Demand Generation, Digital Marketing, and RevOps opportunities.

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Subhan Alam

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