

Curriculum Vitae

Rizwan Razaq

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Education

South Sixth Form College – Bolton (1992-1994)

Masters Degree in International Fashion Marketing – Manchester University – United Kingdom (1998-2001)

About

Proven ability of driving lead generation and brand awareness within target customers, confident working with data, insight and CRM functions to extract KPIs and performance insights. Experience of working within private equity backed organizations, strong stakeholder management skills and the ability to communicate effectively at all levels of the organization.

VP Cloud Marketing Communications – MT Group -July 2019 – Present

Crafting and executing integrated campaigns to generate B2B demand and drive pipeline growth.

Working with global and EMEA marketing, as well as local sales and partners, to fuel the explosive growth of their Cloud Platform. Generating demand for Cloud products by landing integrated campaigns and marketing activities in the region.

Head Of Creative Digital Marketing – Home Decor - Part-time - July 2018 – Present

Responsibilities include developing plans to help establish the business. Identify opportunities to reach new market segments and expand market share. Day to day management of the marketing and advertising.

Search Engine Marketing Strategist - IT Compute Contractors - October 2016 to June 2018

Reviewed and analyzed client sites for areas needing improvement. Created campaigns and optimized Paid Search (PPC) and display channels: AdWords, Bing Ads, and Facebook. Monitored redirects, click rate, bounce rate, and other KPIs. Reported on performance using SEO tools and internal Salesforce-based metrics.

Cloud Solution Architect – IT Compute Contractors- September 2015 to September 2016

Maintained the quality and integration of the solution architecture, design integrity and communications, and the interface between applications, legacy systems, component libraries, content repositories and supporting databases.

Junior Solutions Architect - Sep 2014 – Dec 2015

Solutions Architect, Junior Architect, 3rd Line Support, Web Developer, Software Design, Software Build, Integration Support, Solution Designer, Sharepoint Support, Cloud, Azure Infrastructure Support Engineer, Azure Support, Support Engineer, SQL, Active Directory, O365, Networking, Infrastructure, Azure Infrastructure, Citrix, VDI, Application Virtualisation.

E-commerce Executive – HOD - November 2012 to October 2016

Responsible for Site Content, Customer Journey, Commercial and day to day trading performance. Reported on and analyzed website metrics, overall customer engagement and conversion on site to develop future strategies and areas for improvement. Continually looked for store optimizations and work directly with the Tech team to build out the associated road-map to delivery. Managed sales forecasts and investment plans, and provided monthly estimates on sales projections.

Executive Director- Style Magazine – January 2003 – August 2012

Experience in managing the full process of brand partnership projects, talent collaborations and managing a digital editorial platform. Collaborated with WPP network of agencies, PR agencies and Design professionals. Extensive experience in digital publishing having worked content writers, and high-end retail clients. Worked with PR and digital agencies including Digital Next, Search Labs, Forward Media and Informa.

Technical skills and experiences:

- Experience in content management systems(CMS) with a sound understanding of the digital and e-commerce landscape.
- Skilled with cloud hosted ecommerce solutions Shopify, Bigcommerce and API management
- Competent user of tools, Google Analytics, SEM Rush, Moz, WordPress
- Experience of using an SEO auditing software such as SEMrush, Screaming Frog or Ahrefs
- An understanding of Schema.org
- Understanding of search engine algorithms and ranking methods
- Advised clients and assisted them with cloud and digital transformation
- Work within a project team to deliver hybrid cloud solution designs, working directly with customers to understand their cloud environments and the solutions that would best fit
- Coordinated with other technical and business teams to ensure work was aligned and timelines where met.
- Experience with Cloud service providers including AWS, Azure, GCP
- Demonstrated understanding of industry standards for building services in cloud stack IaaS/PaaS/SaaS in Cloud environments with a focus on security
- Demonstrated understanding of networking and core Internet protocols e.g. TCP/IP, DNS, SMTP, HTTP, and distributed networks.

Continued Learning, Licenses & Certifications

Managing Security in Google Cloud Platform: Google Cloud Training

Essential Google Cloud Infrastructure: Google Cloud Training

Up to date with the latest SEO, PPC, and digital marketing latest trends and best practices.

Google Cloud Platform Fundamentals: Core Infrastructure - Google Cloud Training

File Encryption- Udemy Issued date Aug 2016

IP Addressing and Subnetting - Cisco Networking Academy – Aug 2016

CCNA Security 210-260 Course – Aug 2016

Credit Card Security Professional (CCSP) – 2016

Command Line Essentials: Git - 2016

Security Analyst Training Course - Issuing authority - Cyber Security Training – 2016

AWS Certified Solutions Architect Associate – Sept 2020

Interests Water sports and Gym.