Umar Abdullah

Growth Marketing & AI Automation Specialist

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SUMMARY

Growth marketer with 10+ years building audiences and B2B lead pipelines for SAP, a major South Indian exhibition centre, D2C brands and design firms. Took an interior design studio's Instagram to 230K+ followers, making it a steady source of 3–5 projects a month. Ran a ¹20,000 Meta campaign for SAP TechEd that delivered 174 B2B leads in 18 hours. Built a review site to 40K+ monthly users and ~10x search growth, then sold it, and wrote the pitch deck behind a $75K investment. Now builds AI-powered growth systems: n8n automations, AI agents, lead scraping and content pipelines.

TECHNICAL SKILLS

Growth: Meta & Google Ads, B2B lead generation, funnels, cold outreach, SEO, performance marketing, growth hacking

Content: Instagram & LinkedIn growth, short-form video, content strategy, shoots, brand collaborations, copywriting

AI & automation: n8n, Claude / ChatGPT, prompt engineering, AI agents, email automation, Apify scraping, AI video

Business: pitch decks, proposals, business development, brand guidelines, WordPress/WooCommerce

EDUCATION

University of Delhi (SOL) **2017**
B.A. Economics

NIIT **2019**
GNIIT Digital Marketing & Social Media (3-year diploma)

Arena Animation **2015**
Graphic & Web Design

EXPERIENCE

Illuminarc Marketing Solutions **Sep 2023 – Present**

Founder *Remote*

- Growth and AI-automation consultancy; all client work and products run under Illuminarc.
- Mannatspace, interior design studio (Aug 2024 – Aug 2025): led content strategy, shoots, brand collaborations and sales support; grew Instagram to 230K+ followers, turning it into a channel that brings in 3–5 design projects a month.
- One of South India's largest exhibition centres (B2B lead-generation consultant, 12+ months): built a ¹17 lakh, 6-month social and lead-gen strategy targeting corporate event heads, PCOs/DMCs and exhibition organisers. It covered competitor benchmarking against 9 venues, 3 buyer personas, 30 content pieces a month across 5 platforms, cold outreach, and paid lead-gen handed to sales.
- MediRise AI (Founder): productised patient-acquisition service for skin clinics; ran high-volume outreach that produced a steady flow of clinic inquiries, and partnered with agencies who contributed case studies and testimonials.
- Luxury design-and-build firm: growth plan for a ¹4 Cr ’ ¹10 Cr revenue goal. It covered a ¹8 lakh/month Google + Meta lead-gen model (target 80–100 HNI/NRI leads a month), phased test-and-scale rollout, a 3-month organic plan for 4 platforms, and a brand guideline.
- D2C travel-accessories & corporate-gifting brand: e-commerce build plan (WooCommerce), quarterly content and community plans with platform-level KPIs, plus lead-gen ads, email, PPC and remarketing roadmaps.
- Partner agencies: wrote the strategy and pitch decks that partner agencies used to win enterprise clients.
- Own digital products (Momentum Vault): launched the offer and checkout; runs a content system across 6 platforms with AI video pipelines and self-hosted n8n automation.

Cloud Kitchen Startup **Sep 2022 – Mar 2023**

Business Development & Marketing Consultant

- Built the VC pitch deck that led to a $75,000 investment agreement.
- Wrote the brand, PR, content and founder-branding strategy, plus the post-funding plan (team structure, hiring SOPs, vendor onboarding).

LaptopsReviewer.com **Feb 2020 – Jul 2023**

Co-Founder

- Grew organic search ~10x in 6 months: daily Google impressions went from 6.4K to 63K (4.89M impressions at a 2.6% CTR, Mar–Aug 2021).
- Scaled to 40K+ monthly users and 479K pageviews in 2022, with 2:50 average time on page.
- Monetised through AdSense and Amazon Associates in 4 marketplaces (US, UK, CA, IN), reaching ¹35K+/month by late 2021; sold the site in July 2023 after multiple acquisition offers.

SAP Labs India: SAP TechEd 2019 **Jul 2019 – Nov 2019**

Social Media Marketing Lead (Freelance)

- Ran a ¹5,00,000+ paid social campaign across Facebook, Instagram, Twitter, YouTube and the Google Network.
- Lead-gen sprint: ¹20,000 ’ 174 B2B leads in 18 hours (51K reach, 2.36% CTR, ¹117 CPL), targeting major Indian corporates.
- Content strategy for 2 brand accounts, 12+ weeks of editorial calendars, and coordination with 2 agencies. "One of the best social media campaigns we've run for SAP TechEd." (Head of Brand & Marketing, Global Events, SAP Labs India)

Publication House & Online Book Store **Dec 2018 – Jun 2019**

Digital Marketing Manager

- 360° digital and social strategy; UI/UX for the e-commerce book store.

Global Medi Advisors **Nov 2017 – Aug 2018**

Digital Marketing & Client Relations Executive

- Content, SEO, SEM, social, press releases and online reputation for a medical tourism portal.

SAP Labs India **May 2017 – Nov 2017**

Digital Marketing Consultant & Graphic Designer

- Social creatives, email visuals, sponsorship proposals, and organic hashtag campaigns for SAP TechEd 2017 (plus freelance for TechEd 2016).

CERTIFICATIONS

Nexus Pre-Incubation Program **2021 – Present**

American Center New Delhi (US Embassy)

Growth Hacking Cohort (8 wks)

GrowthSchool

Generative AI Bootcamp (4 wks)

GrowthSchool

ONGOING TRAINING (2026)

AI agents & automation cohort (n8n, LLM workflows, evals)

Meta ads performance course

Remote career bootcamp

LINKS

Upwork **t.ly/upum5r**