



# ZEESHAN ZUBAIR SHAHZAD

## Digital Marketing Specialist

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Dubai, United Arab Emirates

## EDUCATION

### Bachelor of Engineering (B.E.) - Computer Science

Visvesvaraya Technological University  
2011 - 2016

### Higher Secondary Education - Mathematics & Computer Science

Rani Public School  
2009 - 2011

## SKILLS

### Performance Marketing & Lead Generation

- Google Ads (Search, Display, YouTube)
- Meta Ads (Facebook & Instagram)
- Conversion Rate Optimization (CRO)

### SEO & Web Analytics

- SEO (On-Page & Technical)
- Keyword Research & Competitive Analysis
- Google Search Console & Google Analytics

### CRM & Marketing Automation

- CRM Management (Zoho CRM, Bitrix24, HubSpot)
- Email & SMS Marketing Campaigns
- Marketing Database Segmentation

## ABOUT ME

Digital Marketing Specialist with 9+ years of experience in performance marketing, lead generation, and conversion optimization across Google Ads, Meta Ads (Facebook & Instagram), organic social media, SEO, email, WhatsApp & SMS marketing, and web development. Skilled in strategizing high-impact paid campaigns and optimizing customer acquisition funnels to drive ROI-focused growth.

I have led data-driven marketing strategies, enhancing brand awareness, engagement, and sales. Fluent in English, with strong stakeholder communication skills, shaped by early education in the United States. Proficient in web development (HTML, CSS, JavaScript, PHP, .NET, WordPress) and integrating SEO, analytics, and tracking. Passionate about leveraging AI-driven marketing tools to stay ahead of industry trends. Valid UAE Driving License holder.

## WORK EXPERIENCE

### Digital Marketing Manager

June 2025 -  
Present  
TownX Real Estate Development | Dubai

Lead digital marketing across TownX projects, managing lead generation, performance campaigns, SEO, AdRoll retargeting, tracking, and CRM workflows.

- Plan and execute Google Ads, Meta Ads, LinkedIn, and AdRoll campaigns to generate qualified leads and strengthen remarketing funnels.
- Manage SEO across TownX websites, including on-page, technical, and off-page improvements for higher visibility and search performance.
- Build and optimize landing pages and project sections to improve user experience, lead quality, and conversion flow.
- Run email and WhatsApp API marketing campaigns through Brevo, including lead nurturing, confirmations, and re-engagement workflows.
- Implement full tracking via GTM and GA4 with enhanced conversions, custom events, and Zoho CRM integrations.
- Manage CRM segmentation, dashboards, and automated reporting for accurate attribution and faster sales follow-up.
- Lead organic social media strategy and oversee the production of lifestyle content, videos, walkthroughs, and construction updates.
- Collaborate with sales and management to align digital strategy with inventory, pricing, and project milestones.

### Achievements:

- Revamped the entire TownX website, improving navigation, UX, SEO structure, and project discovery.
- Created new websites for TownX verticals including Oceanstone Construction and Tenants.ae.
- Improved lead quality and campaign efficiency through optimized performance setups and funnel improvements.
- Launched WhatsApp API workflows that boosted contact rates and reduced response delays.

# SKILLS

## Content & Social Media Marketing

- Organic & Paid Social Media Strategy
- Video Editing & Graphic Design for Social Media Content
- Content Marketing & Copywriting

## Web Development & Tech Stack

- WordPress Website Management
- HTML, CSS, JavaScript, PHP
- Web Tracking & Tag Management (Google Tag Manager)

# CERTIFICATIONS

- Advanced Google Analytics
- Google Ads Search Certification
- AI-Powered Performance Ads Certification
- ASP.NET and C# Certification Course

## Digital Marketing Specialist

Meraki Developers I Dubai

March 2023 –  
June 2025

- Develop and execute performance-driven marketing strategies across Google Ads, Meta Ads (Facebook & Instagram), SEO, email, and SMS campaigns to generate high-quality leads.
- Manage the company's CRM and marketing database, ensuring accurate segmentation and targeted customer communication for improved conversions.
- Created high-impact digital content, including videos and social media creatives, contributing to increased engagement and brand awareness.
- Optimized PPC campaigns, improving lead quality and reducing CPL through data-driven bidding strategies and A/B testing.
- Led SEO efforts, improving website rankings and increasing organic traffic through on-page and technical optimizations.
- Redesigned landing pages and optimized user experience, leading to a higher conversion rate on paid campaigns.
- Analyzed campaign performance, generating reports with insights to optimize future marketing efforts and budget allocation.

## Digital Marketing Manager

University of Stirling I Ras Al Khaimah

March 2021 –  
March 2023

- Planned and executed digital marketing campaigns across SEM, email, SMS, and social media, driving enrollment growth for the UAE branch.
- Managed brand communication between the UAE branch and the UK main campus, ensuring consistent messaging across all channels.
- Developed SEO and PPC strategies, improving website visibility and lead generation.
- Created digital and print marketing materials, including social media content, digital flyers, brochures, and corporate branding materials.
- Analyzed campaign performance, optimizing ad spend and improving marketing ROI through data-driven insights.
- Built and maintained university websites, ensuring optimal UX and seamless content management.

## Digital Marketing Officer

Athena Education Investments I Dubai

June 2019 –  
March 2021

- Developed and managed digital marketing initiatives across multiple school brands, improving lead generation and engagement.
- Optimized Google Ads and social media campaigns, improving conversion rates and lowering CPL.
- Led SEO and content strategies, enhancing search engine rankings across 10+ school websites.
- Designed and maintained websites using WordPress and CodeIgniter, ensuring seamless functionality and performance.
- Created high-quality multimedia content, including social media graphics, promotional videos, and email campaigns.
- Tracked marketing performance using analytics tools, identifying opportunities to enhance campaign efficiency.

## Web Application Developer & Digital Marketing Executive

November 2016 – June 2019

AGS Logistics LLC I Dubai

- Developed and managed the company website using WordPress, improving functionality, SEO, and user experience.
- Created and managed the company's social media accounts, growing brand awareness and engagement.
- Executed digital marketing strategies, including SEO, content marketing, and social media campaigns, to improve online visibility.
- Developed web applications using C#, ASP.NET, JavaScript, and SQL, enhancing operational efficiency.
- Designed and optimized UI/UX for a responsive, user-friendly website and internal systems.
- Managed full software development lifecycle, from requirement analysis to deployment.
- Optimized database performance and created stored procedures for seamless data management.
- Resolved technical issues daily, ensuring smooth system functionality for logistics operations.