AHMED DANISH

Digital Marketing Manager | Growth Marketing | Lead Generation | Marketing Automation

Dubai, UAE | +971 55 259 3927 | contact@ahmeddanish.com
linkedin.com/in/ahmeddanishmarketing

Result-driven Marketing Professional targeting Marketing Manager and Growth Marketing roles, aiming to leverage expertise in brand positioning, integrated campaign planning, market research, content strategy, and customer engagement initiatives to strengthen market presence and deliver impactful marketing outcomes.

Profile Summary

- Business Growth & Marketing Strategist with 6+ years of experience in driving revenue growth, customer acquisition, and market expansion across B2B, SaaS, Real Estate, Hospitality, Healthcare, And Digital Businesses.
- Presently working as Business Development & Lead Generation Specialist at Dubai Silicon Oasis driving B2B expansion initiatives through targeted outreach, CRM-based pipeline management, stakeholder engagement, and data-driven lead generation strategies for UAE and international markets.
- Marketing Automation & Digital Transformation Professional skilled in Salesforce CRM, chatbot workflow, WhatsApp integrations, lead scoring, and automated customer journeys to enhance conversion efficiency.
- Data-Driven Marketing Professional leveraging analytics, CPL optimization, customer insights, and campaign reporting to improve ROI, lead quality, brand visibility, and business performance.
- Entrepreneurial & Cross-Functional Leader with experience building an omnichannel communication platform, developing go-to-market strategies, and collaborating with technology teams to deliver scalable growth solutions.

Core Competencies

Strategic Marketing Planning
Customer Relationship Management (CRM)
Brand Development & Positioning
Market Research & Competitive Analysis
Digital Transformation Strategies
Performance Marketing Optimization
Lead Generation & Funnel Management
Multi-Channel Campaign Management
Sales Enablement Strategies
Data-Driven Decision Making

Selected achievements

These figures cover selected engagements; the portfolio presents broader lifetime totals.

- Generated 6,000+ qualified leads through performance marketing and lead generation strategies.
- Achieved 300% ROAS by optimizing paid acquisition campaigns across digital platforms.
- Increased organic traffic by 45 - 60% through SEO and content optimization initiatives.
- Managed 25+ marketing projects across AI, SaaS, real estate, hospitality, and lifestyle sectors. Enhanced lead quality and conversion efficiency through CRM automation and funnel optimization.

Work Experience

Lead Generation Specialist | Dubai Silicon Oasis (Dubai Integrated Economic Zones) | Jun'26 - Present

- Driving business development and lead generation initiatives by identifying UAE-based and international organizations with requirements for office space, business licensing, workstations, and regional expansion.
- Executing targeted B2B prospecting and stakeholder outreach through email, calls, LinkedIn, and professional databases, while managing lead qualification, follow-ups, and pipeline tracking using Salesforce CRM.
- Evaluating Google Ads and Meta Ads campaign performance, CPL metrics & CRM insights to enhance lead quality & marketing effectiveness.
- Supporting the integration of WhatsApp Business API, Sprinklr, and Salesforce by developing chatbot workflow, lead-capture frameworks, agent handover processes, management reports, and business proposals.

Senior Marketing Specialist | Prop Stock Realty LLC, Dubai | Sep'25 - May'26

- Developed and executed integrated marketing strategies for a real estate brokerage, and drove qualified lead generation, brand visibility, and business growth across digital channels.
- Delivered high-performing Google Ads, Meta Ads, and WhatsApp Business API campaigns focused on buyer acquisition, property-owner engagement, and conversion optimization.
- Strengthened brand presence by managing social media, corporate branding, company profiles, creative collateral, and campaign performance reporting.
- Improved marketing operations by implementing automation initiatives, optimizing workflow, and supporting technology-enabled marketing processes.

Work Experience - continued

Marketing Manager | 9X Technology LLC, Dubai | Jul'23 - Sep'25

- Managed digital marketing campaigns across Google Ads, Meta, TikTok, Snapchat, YouTube, and WhatsApp Business API for clients in Real Estate, AI, Hospitality, Healthcare, and Lifestyle Sectors.
- Planned and optimized performance marketing campaigns for 9X Properties and B2B Estate using CRM targeting, Meta Pixel, Conversion API, first-party data, and automated lead nurturing to improve lead quality, reduce CPL.
- Implemented SEO strategies that increased organic website traffic and improved search visibility across digital platforms.
- Executed influencer campaigns featuring Nora Fatehi, Karan Wahi, Elnaaz Norouzi, and Rajat Nagpal to boost brand visibility & engagement.

Digital Marketing Executive | Creative Events Solution, Delhi | Feb'20 - Apr'23

- Executed digital marketing campaigns for large-scale corporate events, and collaborated with leading brands including Tech Mahindra, Samsung, Genpact, and Accenture.
- Planned and optimized Google Ads and Meta Ads campaigns to maximize campaign reach, audience engagement, and lead generation.
- Developed promotional videos, branded creatives, and digital content while supporting SEO initiatives to enhance website traffic, brand visibility, and conversion performance.

Entrepreneurial Experience

Business Partner & Chief Marketing Officer | ShinChat | May'25 - Present

- Co-founding and scaling ShinChat, an omnichannel communication platform integrating WhatsApp Business API, RCS, SMS, email marketing, and automation.
- Driving commercial strategy, market positioning, client acquisition, and requirement discovery while collaborating with technology teams on platform enhancements.
- Managing communication workflow, campaign broadcasting, automation, subscriptions, proposals, documentation, and brand initiatives to support growth.

Education

- Bachelor of Business Administration: Marketing | Maharishi Garhwal University, Uttarakhand, India | 2023
- Higher Secondary Education | National Institute of Open Schooling (NIOS), India | 2020

Certifications

- Google Ads Certification | Google
- Meta Certified: Facebook Blueprint | Meta
- SEMrush SEO Toolkit Certification | SEMrush

Technical Skills

- Digital Marketing: Google Ads, Meta Ads Manager (Facebook & Instagram), SEO, Google Analytics, Google Search Console, SEMrush
- Marketing Automation & CRM: WhatsApp Business API
- CMS & Design Tools: WordPress, Canva, Figma, Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, Adobe After Effects
- Productivity Tools: Microsoft Excel, Microsoft PowerPoint, Microsoft Word, Google Sheets

Academic Achievements

- Built expertise in digital marketing, branding, consumer behavior, and business strategy through BBA (Marketing).
- Completed academic projects and case studies focused on marketing campaigns, advertising, and management.
- Developed analytical, problem-solving, and business communication skills through coursework and assignments.

Languages

English (fluent) | Hindi (fluent) | Urdu (fluent) | Arabic (basic / learning)