SELECTED PORTFOLIO

Turning attention into business growth.

Ahmed Danish

Marketing manager & growth professional
Dubai, UAE

Campaign ownership. Team leadership. Lead generation. Customer journeys that connect marketing with the next business conversation.



SELECTED EXPERIENCE / LIFETIME SCALE

6+
Years of marketing experience

300K+
Qualified leads reported

40+
Projects worked on

$9M
Lifetime ad spend / USD

Lifetime leads, projects and spend are self-reported across multiple roles and engagements. Definitions, periods and an aggregate ledger are not included. They are separate from the original campaign records shown later.

STRATEGY. CREATIVITY. EXECUTION.

PROFESSIONAL PROFILE

A commercial mindset. A hands-on marketing leader.

Marketing strategy, performance campaigns and the operational work that turns enquiries into useful business conversations.

I am Ahmed Danish, a Dubai-based marketing professional with experience across India and the UAE. I combine direct campaign execution with team leadership, creative coordination and customer-journey planning.

My background spans corporate events, agency marketing, real estate and free-zone business development. Alongside employed roles, I am Business Partner & Chief Marketing Officer at ShinChat and work on selected websites and business tools.

BBA

Marketing / 2023

Dubai

Based in the UAE

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English / Hindi / Urdu

EXPLORE THE PORTFOLIO

03-07 **Career & responsibility**
Roles, ownership and leadership

08-11 **Campaigns & commercial outcomes**
Original records and confidential client case

12-14 **Systems, hospitality & creative**
CRM, venue marketing and selected artwork

15-17 **Digital products & entrepreneurship**
Websites, agency tools and ShinChat

18-19 **Working approach & contact**
How I work and the next conversation

PROFESSIONAL EXPERIENCE

Responsibility earned through experience.

Employed roles across India and the UAE, with independent business experience alongside them.

JUN 2026 - PRESENT

Dubai Silicon Oasis

Lead Generation Specialist

Business setup and commercial-space enquiries, targeted outreach, Salesforce lead flows and campaign reviews.

SEP 2025 - MAY 2026

Prop Stock Realty

Senior Marketing Specialist

Independent marketing ownership for a real estate brokerage: paid media, property communication, lead generation and sales feedback.

JUL 2023 - SEP 2025

9X Technology

Marketing Specialist to Marketing Manager

Reported promotion within nine months; led a 12-person team while personally managing performance marketing across brands.

FEB 2020 - APR 2023

Creative Events Solution

Digital Marketing Executive

Online and offline event promotion, creative coordination, influencer activity and on-site response tracking. Reported 150+ events across five cities.

Earlier foundation: a three-month marketing internship at Everest Electricals in Hapur. Exact internship dates are not specified in the current portfolio.

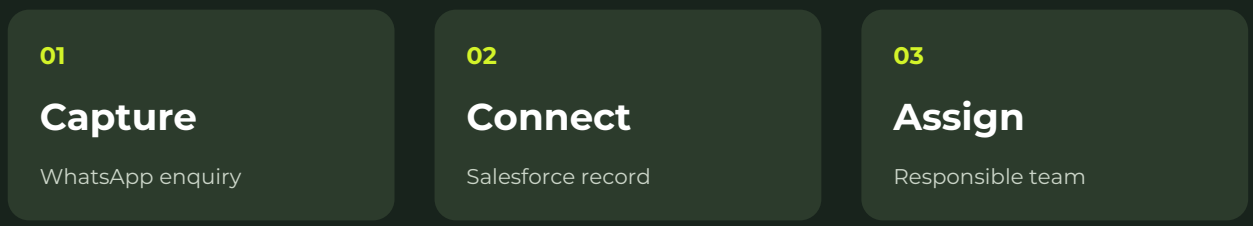
ShinChat / Business Partner & Chief Marketing Officer
Entrepreneurial experience alongside employed roles; current CV records May 2025-present.

CAREER CASE STUDY / 01

Dubai Silicon Oasis Authority.

Lead Generation Specialist / June 2026-present

ACQUISITION TO ASSIGNMENT



Workflow illustration / my contribution to lead operations

BUSINESS SETUP / OFFICES / INDUSTRIAL SPACES

The objective

Generate relevant B2B enquiries for business setup, Techno Hub offices and Light Industrial Units. Each offering serves a different business requirement, so company research and qualification are part of the acquisition process.

My contribution

Plan paid campaigns and direct outreach alongside colleagues. Research companies, qualify interest and maintain pipeline information. I created an integrated WhatsApp-to-Salesforce lead flow with automatic assignment to connect capture with team handover.

AED 80,000

Reported monthly allocated campaign budget. Allocation is separate from actual spend.

Operational flow: enquiry capture > Salesforce record > automatic assignment > qualification and follow-up.

CAREER CASE STUDY / 02

Prop Stock Realty.

Senior Marketing Specialist / mid-September 2025-May 2026



Independent ownership of property marketing.

As the sole marketing person, I handled overall marketing with a primary focus on worldwide buyer enquiries. The assignment included investor and end-user audiences, plus seller and property-owner outreach.

PLANNING

Offer. Budget. Capacity.

Study each property proposition, distinguish investor and end-user motivations, and match daily enquiry requirements with the sales team's ability to follow up.

EXECUTION

Channels working together.

Meta and Google advertising, WhatsApp outreach, landing pages, SEO and CRM integrations. Review lead costs, conversions and sales feedback to refine the plan.

Campaign records in this portfolio represent broader real estate work across engagements. They are not attributed specifically to Prop Stock Realty or combined into a company total.

CAREER CASE STUDY / 03

9X Technology.

Marketing Specialist to Marketing Manager / July 2023-mid-September 2025

12	9 months	Multi-sector
Reported team size	Reported time to promotion	Agency marketing experience

Leadership grounded in execution.

I coordinated a marketing team spanning creative, multimedia and SEO while personally managing performance marketing. The role connected client communication, paid advertising, website requirements, content direction and reporting.

TEAM COORDINATION

Clear priorities across specialists.

Translate the brief into campaign and creative requirements, coordinate delivery, and keep audience needs and business objectives visible during reviews.

PORTFOLIO BREADTH

Different businesses. Different decisions.

Experience across real estate, hospitality, healthcare, technology and lifestyle. Marketing the 9X real estate CRM also brought software communication into the role.

Promotion and team figures are supplied by Ahmed. Employer confirmation and detailed reporting periods are not included.

CAREER CASE STUDY / 04

Creative Events Solution.

Digital Marketing Executive / February 2020-April 2023



Company reference artwork / client logos shown by Creative Events Solution.

150+

Events promoted / reported

5 cities

Delhi, Mumbai, Bengaluru, Chennai & Hyderabad

Promotion that continued on the ground.

As the sole marketing person, I promoted corporate events through digital campaigns, social media, creative production and influencer activity. My involvement continued on-site, where I tracked response and learned how promotion translated into attendance.

The role built my foundation in practical coordination: communicate the event clearly, align creative and delivery teams, manage promotion and observe audience response. That connection between marketing activity and business operations informs how I work today.

The event count is self-reported; a dated event roster is not included.

ORIGINAL PLATFORM RECORDS

The numbers. The source.

Selected Meta Ads Manager rows. Currency: AED. Form submissions are not confirmed qualified leads or sales.

CAMPAIGN	FORMS	COST / RESULT	SPEND (AED)
GFS Coventry / UAE	1,112	34.71	38,595.57
Invest in Dubai / Gujrati	991	3.54	3,504.79
Mumbai Expo / Greenz & Serene	836	6.92	5,782.04
Danube Greenz / UAE	336	46.48	15,617.29

GFS COVENTRY + INVEST IN DUBAI / ORIGINAL ROWS

Off / On	Campaign	CPM (cost per 1,000...	Results	Cost per result	Amount spent	Impressions
On	GFS | COVENTRY | UAE	92.18 د.إ	1,112 Leads (Form)	34.71 د.إ Per Lead (Form)	38,595.57 د.إ	418,694
On	Invest in Dubai - Gujrati	7.43 د.إ	991 Leads (Form)	3.54 د.إ Per Lead (Form)	3,504.79 د.إ	471,725
On	Al Furjan Townhouses - Updated	45.36 د.إ	774 Leads (Form)	16.66 د.إ Per Lead (Form)	12,895.83 د.إ	284,312
On	Al Furjan Villa	24.60 د.إ	455 Leads (Form)	26.52 د.إ Per Lead (Form)	12,066.73 د.إ	490,497
On	Expo - Muscat 16-17 Jan	13.00 د.إ	436 Leads (Form)	7.43 د.إ Per Lead (Form)	3,239.89 د.إ	249,264
On	Dubai South Apartment | Generic | UAE	25.18 د.إ	428 Leads (Form)	5.73 د.إ Per Lead (Form)	2,451.34 د.إ	97,357
On	Dugasta Apartments | UAE	108.60 د.إ	404 Leads (Form)	51.33 د.إ Per Lead (Form)	20,737.94 د.إ	190,955

MUMBAI EXPO / 836 FORM RESULTS

Off / On	Campaign	Reach	CPM (cost per 1,000...	Results	Cost per lead	Cost per result	Amount spent	Impressions
On	Damac Tower London Event | 18-20 Sept	14,528	43.63 د.إ	11 Leads (Form)	68.19 د.إ	68.19 د.إ Per Lead (Form)	747.95 د.إ	17,144
On	Danube | Bengaluru India	85,927	9.61 د.إ	205 Leads (Form)	7.73 د.إ	7.73 د.إ Per Lead (Form)	1,583.70 د.إ	164,720
On	AZIZI FLORENCE | UAE	173,438	11.25 د.إ	34 Leads (Form)	100.73 د.إ	100.73 د.إ Per Lead (Form)	3,424.92 د.إ	304,531
On	Mumbai (Expo | Greenz | Serene)	760,109	3.42 د.إ	836 Leads (Form)	6.91 د.إ	6.92 د.إ Per Lead (Form)	5,782.04 د.إ	1,689,661

DANUBE GREENZ / 336 FORM RESULTS

Off / On	Campaign	Reach	CPM (cost per 1,000...	Results	Cost per lead	Cost per result	Amount spent	Impressio...
On	Danube Greenz | UAE	41,702	121.58 د.إ	336 Leads (Form)	46.34 د.إ	46.48 د.إ Per Lead (Form)	15,617.29 د.إ	128,448
On	Binghatti Vintage | UAE	64,608	47.25 د.إ	118 Leads (Form)	47.85 د.إ	47.85 د.إ Per Lead (Form)	5,646.16 د.إ	119,503
On	Waterfront Apartments | Generic	174,427	43.69 د.إ	311 Leads (Form)	60.17 د.إ	60.17 د.إ Per Lead (Form)	18,714.04 د.إ	428,327

Figures use the named row and cost-per-result column. Some views show a different cost-per-lead column. Cropped images do not establish campaign dates, developer contracts or revenue. Do not sum overlapping screenshots.

CAMPAIGN EVIDENCE / PROPERTY ENQUIRIES

1,112 form submissions.

GFS Coventry / UAE - selected Meta Ads Manager row. Original platform record, shown below.

1,112

Form results

AED 34.71

Cost per form result

418,694

Impressions

Off / On	Campaign	CPM (cost per 1,000...	Results	Cost per result	Amount spent	Impressions
	GFS | COVENTRY | UAE	92.18د.إ	1,112 Leads (Form)	34.71د.إ Per Lead (Form)	38,595.57د.إ	418,694
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ORIGINAL META ADS MANAGER RECORD

Read the result in context.

The named row records AED 38,595.57 spent. The same source shows Invest in Dubai - Gujrati with 991 form results at AED 3.54 per result and AED 3,504.79 spent. These are separate campaign rows, with different delivery contexts.

A form submission is an acquisition signal. Lead qualification, sales feedback and conversion records are needed to establish the commercial outcome. The screenshot alone does not establish those later stages.

CAMPAIGN EVIDENCE / SELECTED COMPARISON

More campaigns. More context.

Selected original records from real estate marketing. All cost figures below are AED per form result.

MUMBAI EXPO / GREENZ & SERENE

836 forms / AED 6.92 per result

Off / On	Campaign	Reach	CPM (cost per 1,000...	Results	Cost per lead	Cost per result	Amount spent	Impressions
	Damac Tower London Event | 18-20 Sept	14,528	43.63د.إ	11 Leads (Form)	68.19د.إ	68.19د.إ Per Lead (Form)	747.95د.إ	17,144
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Recorded spend: AED 5,782.04. Impressions: 1,689,661.

DANUBE GREENZ / UAE

336 forms / AED 46.48 per result

Off / On	Campaign		Reach	CPM (cost per 1,000...	Results	Cost per lead	Cost per result	Amount spent	Impressio...
	Danube Greenz | UAE	nmenda	41,702	121.58د.إ	336 Leads (Form)	46.34د.إ	46.48د.إ Per Lead (Form)	15,617.29د.إ	128,448
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Recorded spend: AED 15,617.29. Impressions: 128,448.

These records show delivery across different campaigns, not a controlled comparison of campaign quality. Audience, offer, period and qualification criteria are not supplied. The published costs use the cost-per-result column; screenshots also contain a separate cost-per-lead column.

CONFIDENTIAL CLIENT / PAID MEDIA

Summit Advisory.

Summit Advisory is a pseudonym used to protect the client's identity. The client identity is kept private.

FIRST CAMPAIGN PHASE / USD

$140K
Reported revenue

$7,430
Advertising spend

18.84x
Revenue-to-spend ratio

My contribution combined campaign planning, paid advertising across Meta and Google Ads, content, social communication and performance review.

The reported initial outcome supported the client's decision to expand the engagement. The revenue-to-spend ratio is calculated as $140,000 / $7,430; it does not represent profit.

FOLLOW-ON PHASE / USD

$50,000
Allocated campaign budget

$900,000
Reported revenue

Revenue figures are supplied by Ahmed Danish. Reporting periods, source revenue records and attribution are not independently established. The follow-on budget is an allocation, not confirmed actual spend; no ROAS is calculated from it.

LEADERSHIP / CRM / BUSINESS DEVELOPMENT

Connect the team. Connect the journey.

Practical ownership across people, paid acquisition and the systems that support follow-up.

9X TECHNOLOGY

12 people. A shared direction.

Reported leadership of a marketing, multimedia and SEO team, with direct ownership of performance marketing. Promotion from specialist to manager within nine months. Team structure and promotion dates are not independently documented here.

DUBAI SILICON OASIS

From enquiry capture to Salesforce.

Business setup, Techno Hub offices and Light Industrial Units. Paid campaigns and business outreach delivered with colleagues. WhatsApp lead capture, Salesforce handover and automatic assignment. Reported monthly allocated budget: **AED 80,000**; allocation is not proof of spend.

MONEY PLANT FX

3,200 registered. 1,800 active.

Reported platform totals during the engagement. Active users are a subset. Definitions, periods and source exports are outstanding.

REAL ESTATE CRM

100+ businesses.

Reported software adoption. 9X developed the CRM; my contribution was marketing. This is not a count of customers independently acquired by me.

HOSPITALITY / ENTERTAINMENT

Give people a reason to pay attention.

Venue communication, release promotion and creative coordination, supported by the campaign context.



Slay Bar and Kitchen / official venue photograph



Snake / official release artwork

Hospitality marketing

At Mantis Dubai and Slay Bar and Kitchen, my work connected social media, paid campaigns, search visibility, content and booking enquiries. At 9X, I coordinated creative and SEO specialists while remaining hands-on with performance marketing.

Mantis: reported AED 7-65 CPL across events; selected daily campaign budgets of AED 50,000. Slay: reported AED 4-90 CPL. Ranges describe different campaigns; dates and source reports are not included.

Entertainment and restaurant communication

Experience includes promotion of Snake and Sexy In My Dress, marketing for campaigns featuring Nora Fatehi, Karan Wahi, Malachii and Rajat Nagpal, plus social communication for Foodlink Global restaurant brands across India and the UAE.

Reference artwork identifies releases and venues. It is not proof of artist endorsement, artist management, campaign revenue or sole authorship of the brands' current public content.

SELECTED CREATIVE

A message people can recognise.

Supplied campaign artwork from hospitality, education and brand communication.



Mantis Dubai / Junoon-e-Sufi



Mantis Dubai / The Sufi Realm



Sir Syed Memorial School / Admissions



QuranGPT / UAE National Day

My contribution across this work includes campaign direction, content and creative coordination. These supplied examples demonstrate communication across different audiences; sole design authorship is not asserted for every item.

WEBSITES / PRODUCTS / AI-ASSISTED DEVELOPMENT

Business understanding, translated into tools.

Information structure, responsive presentation and workflows shaped around the people using them.



MINTAX MEDIA / ILLUSTRATIVE DEVICE MOCKUP

Dashboard figures in the artwork are decorative, not campaign results.

MINTAX MEDIA

Website direction & responsive experience

Service organisation, visual direction and enquiry journeys, developed and refined with AI-assisted implementation.

EDUMYZE

A connected digital presence.

Website planning, service communication and responsive design for a brand, marketing and technology business.

MINTAX TRACKER

Agency workflows, together.

Product requirements and AI-assisted development for client work, team tasks, permissions, reporting and invoicing.

Project contributions: website direction, requirements, responsive refinement and AI-assisted implementation.

DIGITAL PROJECTS / CONTRIBUTION IN DETAIL

From the business brief to the working flow.

Selected website and product work. Contributions include planning, requirements and AI-assisted implementation.

MINTAX MEDIA

Make the service offer easy to explore.

Organise marketing services into a clear website structure. Refine visual direction, responsive presentation and enquiry routes. The device artwork on the previous page illustrates the project; it is not a live product screenshot.

EDUMYZE

Bring brand, marketing and technology together.

Connect a broad service offering through understandable page hierarchy and navigation. Shape the website presentation, service organisation and mobile experience with AI-assisted development and refinement.

MINTAX TRACKER

Turn agency operations into usable workflows.

Shape client, team, task and activity flows. Refine role-based access, reporting and invoice presentation. Use AI-assisted development to implement, test and improve an internal agency platform.

Shared focus: useful structure, clear responsibilities and a practical next step for the person using the experience.

ENTREPRENEURIAL EXPERIENCE

ShinChat.

Business Partner & Chief Marketing Officer / Commercial perspective and customer journeys.

ShinChat

Business communication, connected.

01 Commercial direction

Position the offering, develop proposals and partnerships, discover requirements and connect product capabilities with business needs.

02 Customer journey design

Shape lead capture, messaging, qualification, automated follow-up and agent handover around the customer's next step.

03 Product & partner coordination

Work with technology partners on integrations, onboarding, implementation requirements and delivery.

WhatsApp / Email / SMS / RCS / Automation
Messaging, automation and team handover around the customer's next step.

WORKING APPROACH

Start with the business. Stay close to delivery.

A practical framework informed by campaign ownership, sales collaboration and team leadership.

01

Understand the offer

Clarify the audience, business proposition, available budget and desired outcome before choosing channels.

02

Build the campaign plan

Distinguish audience needs, connect creative messaging with the offer and define the enquiry or conversion action.

03

Connect the customer journey

Plan landing pages, lead capture, CRM records, messaging and handover alongside the business's follow-up capacity.

04

Review the response

Read cost per result with lead quality, conversion feedback and reporting context. Use the findings to refine targeting and communication.

05

Coordinate the people

Set clear priorities for creative, content, SEO, development and sales contributions. Keep delivery connected to the business objective.

Tools & channels: Meta Ads, Google Ads, WhatsApp Business communication, Salesforce, CRM integrations, SEO and AI-assisted website and product development.

THE NEXT CONVERSATION

Your next marketing hire.

I am seeking full-time marketing opportunities. Share the role, company, responsibilities, location and hiring timeline.

Strategy

Audience, positioning and campaign priorities.

Paid acquisition

Campaign structure, testing and performance review.

Content & creative

Social communication and specialist coordination.

CRM & automation

Lead capture, qualification and follow-up.

Leadership

Shared priorities, team coordination and delivery.

Digital experience

Websites, requirements and AI-assisted tools.

LET'S START A CONVERSATION

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LinkedIn / ahmeddanishmarketing

WhatsApp / Discuss an opportunity

Selected campaign figures use supplied platform records. Other outcomes are self-reported, with context beside each case. Revenue is not profit. Prepared 8 October 2026.