

Arsath Ahamed

Head of Digital Marketing



Summary

Strategic digital marketing leader with 10+ years of experience driving data-driven growth, performance marketing, and digital transformation. Expertise in SEO, PPC, AI-powered marketing, analytics, and e-commerce, with a proven track record of executing high-impact campaigns that maximize ROI and lead generation. Adept at strategic planning, market positioning, and cross-functional leadership, delivering measurable success across **UAE, Saudi Arabia, UK, USA, and Asia.**

Work Experience



Head of Digital Marketing

Tender Business Solution

Dubai, UAE | March 2022 – Present

- Led AI-driven digital marketing strategies, driving up to 70% profit growth for investment and real estate clients.
- Boosted lead generation by 200%, optimizing marketing frameworks for 10x better prospecting efficiency.
- Developed high-impact sales training programs, leveraging data-driven insights to enhance conversion rates.
- Implemented a CRM & ERP integration, streamlining data management and client engagement.
- Designed and executed growth initiatives, maximizing ROI and expanding global digital presence.



Senior Digital Marketing Manager

Dubai Holding

Dubai, UAE | May 2020 – March 2022

- Spearheaded digital marketing strategy across multiple subsidiary companies within investment, real estate, and asset management sectors.
- Achieved over 70% growth in social media engagement and visibility.
- Designed and executed targeted lead generation initiatives, boosting qualified lead volume by over 150% across high-value investment portfolios.
- Led full-cycle email marketing and lead nurturing campaigns, improving conversion funnels and enhancing client retention.
- Owned brand visibility and digital presence for group companies, ensuring consistent messaging and impactful storytelling across platforms.
- Directed cross-channel marketing strategies (social, paid media, email, SEO/SEM), optimizing for ROI and alignment with overall business goals.

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Skills

Marketing & Growth Strategy

- Digital Marketing Strategy
- Performance Marketing
- Paid Media (Google, Facebook, LinkedIn Ads)
- PPC & SEM Strategy
- SEO Optimization
- Brand Awareness
- Content Marketing
- E-commerce Marketing
- Customer Acquisition
- Retargeting & Remarketing
- Conversion Rate Optimization (CRO)
- B2B & B2C Marketing
- Influencer Marketing
- Omnichannel Marketing
- Video Marketing
- Email Marketing

Work Experience



Digital Marketing Specialist

Secrets of Tea

Dubai, UAE | March 2018 – May 2020

- Orchestrated digital marketing campaigns, driving a 50% boost in sales for organic FMCG products.
- Enhanced e-commerce performance on Shopify, WooCommerce, and Amazon, lifting conversions by 30%.
- Surpassed organic traffic goals by 89% through strategic SEO and content marketing.
- Executed multi-channel campaigns, including Google Ads and influencer partnerships, to maximize ROI.
- Streamlined digital operations with data-driven solutions, improving customer engagement.



Web & Digital Marketing Specialist

Delmege

Dubai, UAE | February 2016 – March 2018

- Engineered digital marketing strategies, amplifying global market engagement and web presence across diverse regions.
- Developed responsive websites using HTML5, CSS3, JavaScript, and PHP, optimized for speed and mobile responsiveness.
- Executed SEO/SEM initiatives, achieving a 40% increase in organic search traffic and higher site conversions.
- Crafted and managed engaging social media content, boosting audience interaction by 25%.
- Integrated WooCommerce for e-commerce and streamlined CMS workflows, enhancing user experience and driving online sales.

Education History



Bachelor of Technology in Multimedia & Web Technology

University of Vocational Technology
2020 – 2024



Google Display Ads Expert Certification

Google
2024 – 2025



Higher National Diploma in ICT

National Vocational Training Institute
2018 – 2020



Diploma in Web Engineering

Pearson UK
2024 – 2025



Diploma in English

Pearson UK
2024 – 2025

Skills

Technical & Analytical Expertise

- Marketing Automation
- CRM (HubSpot, Zoho)
- Google & Data Analytics
- A/B Testing & Optimization
- Chatbot & AI Engagement
- AI Marketing Tools
- Website Development
- UX/UI for Marketing
- Amazon Seller Hub
- Sales Funnel & Deals
- Shopping Campaigns
- AI Lead Generation
- Web Applications
- Customer Segmentation
- Marketing Reporting
- Conversion Tracking
- CDP (Customer Data Platforms)
- API Integrations

Leadership & Strategic Management

- Strategic Planning
- Budget Management
- KPI Tracking
- Cross-Functional Collaboration
- Team Leadership & Mentoring
- Market Research & Positioning
- Product Messaging
- Content Management
- Digital Transformation
- Automated Email Marketing
- Social Media Management

Projects



AI-Driven Lead Generation and Segmentation for Investment Firm Tender Business Solution

Objective: Develop an AI-driven system to generate and segment high-quality leads for an investment firm, focusing on identifying high-net-worth individuals.

Achievements:

- Developed and executed growth strategies, significantly enhancing digital presence in UK, and Middle East markets.
- Led multichannel campaigns (SEO/SEM, email, social media, display ads) targeting specific demographics, driving engagement and conversions.
- Achieved a 60% increase in organic traffic within six months through optimized web strategies.
- Refined database marketing strategies, segmenting customer data for targeted campaigns and improved conversion rates.
- Conducted thorough performance analysis, ensuring continuous improvement in ROI and customer engagement.
- Collaborated with cross-functional teams to align marketing strategies with business objectives.



CRM and ERP System Development for Enhanced Data Management Delmege

Objective: Create an efficient CRM and ERP system to manage company data effectively, focusing on robust customer contact and user management, and automating sales pipeline and deal tracking.

Achievements:

- Developed a comprehensive CRM and ERP solution to streamline data management and client engagement.
- Implemented advanced customer contact and user management features, enhancing operational efficiency.
- Automated the sales pipeline and deal tracking, improving overall workflow and productivity.
- Planned and prepared for future integration of AI sales agents to enhance tele sales and lead segmentation capabilities, ensuring future scalability and innovation.

Industries Worked With

- Investment
- Real Estate
- Will Services & Legal Services
- Aviation
- Consumer Products
- Healthcare
- Education
- Construction
- E-commerce & Retail
- Technology
- Hospitality
- Financial Services
- Insurance
- Telecommunications
- Media & Entertainment
- Manufacturing
- Travel & Tourism
- FMCG (Fast-Moving Consumer Goods)
- Automotive
- Professional Services

