



AHMED KHALED

Digital Marketer & E-Commerce
Director - Media Buying & SEO Mastery

CONTACT INFORMATION

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Location: Dubai, United Arab Emirates

LANGUAGES

- Arabic — Native
- English — Professional Proficiency

CORE SKILLS

Digital Strategy, Media Buying, SEO, CRO, E-Commerce, UX/UI, GA4, Tag Manager, Content Strategy, Automation, Team Leadership, GCC Markets



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- Digital Marketer & E-Commerce Director
Media Buying & SEO Mastery
www.ahmedkhaled.in

PROFESSIONAL SUMMARY

- Results-driven Digital Marketing & E-Commerce Director specializing in scaling luxury, lifestyle, and automotive brands across the GCC. Expert in performance marketing, SEO, UX/UI optimization, and building high-conversion digital ecosystems. Proven ability to lead cross-functional teams, drive revenue growth, and deliver full-funnel strategies that transform brands into regional leaders.

EDUCATION

- BSC of Physical Education - Fayoum University
Major : Administration

CORE COMPETENCIES

- Digital Marketing Strategy & Execution
- Performance Marketing (Meta, Google, Snapchat, TikTok)
- SEO & Organic Growth Optimization
- Media Buying & Budget Management
- E-Commerce Management (WooCommerce, Shopify)
- UX/UI Optimization & Conversion Rate Improvement (CRO)
- Marketing Automation (WhatsApp API, Email Flows)
- Data Analytics (GA4, Tag Manager, Meta Pixel)
- Content Strategy & Creative Direction
- Funnel Building & Customer Journey Optimization
- Brand Positioning for Luxury & Lifestyle Markets
- GCC Market Expansion & Localization

TECHNICAL COMPETENCIES

- Google Analytics 4 (GA4)
- Google Tag Manager
- Meta Business Suite
- WooCommerce & WordPress Development
- UI/UX Wireframing & A/B Testing
- CRM Systems (Zoho CRM)
- WhatsApp Business API
- Adobe Photoshop / Figma (Basic UI Design)

ESPERIENZE PROFESSIONALI

Web Developer & Digital Marketing Director

MAB Dubai Real Estate | Dubai, UAE | 2025 – Present

Led the digital transformation for MAB Dubai Real Estate by building a fully optimized online presence and professional marketing infrastructure.

Key Responsibilities & Achievements:

- Built the entire MAB Dubai website from scratch — including property pages, lead capture forms, and map integrations.
 - Managed the full setup of social media accounts and developed a consistent content strategy for brand positioning.
 - Directed paid advertising campaigns and lead-generation funnels for real estate buyers & tenants.
 - Implemented SEO strategies (technical + on-page + local SEO) to improve ranking and attract qualified leads.
 - Designed marketing automation workflows linked to WhatsApp & email follow-up systems.
 - Created a high-engagement creative identity across posts, reels, and ads to strengthen brand trust.
 - Improved customer acquisition and property inquiries through optimized UX and data-driven strategy.
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Web Developer & Digital Marketing Director

Cafemize | Dubai, UAE | 2025 – Present

Built and launched the complete digital ecosystem of Cafemize — including the full website and social media presence — transforming the brand into a modern, conversion-driven café concept.

Key Responsibilities & Achievements:

- Developed the official Cafemize website from scratch (WordPress) with a modern, high-conversion UX/UI.
- Designed brand identity foundations and set up all social media accounts with optimized content structure.
- Built customer funnels for orders, booking, and inquiries using WhatsApp API + automated responses.
- Managed paid ads across Meta & Snapchat to increase footfall and online engagement.
- Created full content calendars, photography concepts, and storytelling that aligns with the brand's lifestyle positioning.
- Implemented SEO essentials and technical optimization for faster indexing and higher visibility.
- Set up analytics dashboards (GA4 + Pixel + GTM) to track performance and user journeys.

Web Developer & Digital Marketing Director

Manazone.ae | Dubai, UAE | 2024 – Present

Created and scaled Manazone from the ground up — a multi-category lifestyle e-commerce platform.

Key Responsibilities & Achievements:

- Built the complete store (WordPress + WooCommerce) including UX/UI, categories, and navigation.
 - Optimized the site for speed, SEO performance, and conversion.
 - Designed high-impact landing pages, product templates, and automation workflows.
 - Managed paid campaigns, creative production, and full marketing strategy across all platforms.
 - Implemented advanced analytics dashboards for sales and funnel tracking.
 - Improved ROAS and reduced CAC through data-driven optimization.
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Web Developer & Digital Marketing Director

Lattar Perfumes | Dubai, UAE | 2024 – Present

Built the entire Lattar Perfumes e-commerce ecosystem from scratch, leading development, SEO, and full-funnel digital growth.

Key Responsibilities & Achievements:

- Developed the full website (WordPress + WooCommerce) with optimized UX/UI and product architecture.
 - Launched the SEO foundation (technical + on-page + structured data) to boost organic visibility.
 - Directed paid campaigns across Meta, Google, Snapchat, and TikTok for performance-driven sales growth.
 - Managed monthly content briefs, creative direction, and storytelling for premium perfume launches.
 - Designed automated sales funnels and WhatsApp API flows to increase conversion and retention.
 - Monitored and optimized performance using GA4, Meta Pixel, and GTM
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Digital Marketing Manager (Remote)

Memez Boutique | Kuwait | 2024 – Present

Led the digital growth strategy for the brand across GCC markets.

Key Responsibilities & Achievements:

- Managed marketing teams remotely and directed all paid advertising channels.
- Delivered data-driven content plans and seasonal campaigns.
- Oversaw budgets, performance reporting, and ROAS improvement.
- Built funnels and automated customer journeys for higher conversion.
- Increased sales through targeted campaigns and SEO-driven visibility.

Social Media Marketing Specialist & Digital Growth Analyst

AJEEB Rent A Car | Dubai, UAE | 2023 – Present

Develop and manage the full social media & paid ads ecosystem for Ajeeb across GCC.

Key Responsibilities & Achievements:

- Built complete social media presence: content pillars, scripts, reels & campaigns.
 - Managed multi-channel ads across Meta, Snapchat & Google (lead generation).
 - Designed WhatsApp automation flows + landing pages for bookings.
 - Created structured high-conversion content calendars.
 - Optimized website UX & booking funnel for higher conversion.
 - Built performance dashboards: CTR, CPL, CAC, retention metrics.
 - Strengthened digital positioning of the brand within Dubai's car rental market.
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Digital Marketing Manager & E-Commerce Growth Lead

GENTSHUB – House of Rare | Dubai, UAE | 2023 – Present

Leading growth for a luxury perfume house known for rare fragrances crafted from premium ingredients.

Key Responsibilities & Achievements:

- Designed & executed the full digital growth strategy across GCC.
 - Managed 30K+ AED monthly ad spend (Meta, TikTok, Snapchat, Google).
 - Achieved 2.55M AED+ revenue, 5,555+ orders, and +82% YoY growth.
 - Built full-funnel campaigns for launches, retargeting & retention.
 - Led all creative production: ads, scripts, photography, design & motion.
 - Optimized WooCommerce performance, UX, loading times & product architecture.
 - Directed content storytelling aligned with luxury brand positioning.
 - Built influencer/PR partnerships that increased luxury brand credibility.
 - Implemented SEO, CRO & advanced tracking systems (GA4, Pixels, GTM).
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Business Operations & Digital Growth Manager — Oudera.ae

Sep 2023 – Present | Dubai, UAE

Responsible for the full digital and operational ecosystem of Oudera UAE & Kuwait stores.

Key Responsibilities & Achievements:

- Directed e-commerce, marketing, operations, and creative workflows.
- Managed 30K AED+ monthly budget across multiple ad channels.
- Created and executed brand campaigns, photoshoots, and storytelling.
- Oversaw customer service, logistics, fulfillment, and inventory workflows.
- Led recruitment and built a full internal marketing & creative team.
- Improved conversion rates with SEO + CRO enhancements.

Digital Marketing Executive — Power Digital Marketing Dubai, UAE | Apr 2022 – Sep 2023

- Executed performance-driven marketing campaigns across Meta, Google, and Snapchat for GCC clients.
 - Built full-funnel strategies combining content, targeting, and retargeting to improve ROAS.
 - Optimized e-commerce funnels, reducing CPA and increasing conversion rates across accounts.
 - Developed monthly content calendars, coordinated with creative teams, and maintained brand consistency.
 - Analyzed performance via GA4, Meta Ads Manager, and GTM, delivering insights for scaling campaigns.
 - Supported client presentations and reporting to showcase campaign results and growth opportunities.
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Sales Manager At ARMA Group Cairo, Egypt | May 2021– Jun 2022

- Led short-term sales operations for food distribution channels.
 - Developed client pitches, handled order coordination, and supported field sales execution.
 - Contributed to improving communication between sales teams and distributors.
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Sales Manager – Foodstuffs At El Tawheed For Import & Export Cairo, Egypt | Oct 2018 – Apr 2021

- Managed B2B and B2C sales for foodstuffs and FMCG categories, achieving consistent monthly targets.
 - Built and maintained customer relationships, negotiating pricing and improving client retention.
 - Oversaw daily store operations, merchandising, order processing, and customer support.
 - Analyzed basic sales data to highlight fast-moving products and improve stock flow.
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Operations Event Team Member – Vision Fairs - Part-time Cairo, Egypt | May 2017 – Jun 2022

- Supporting the full operational workflow of major exhibitions and markets across Egypt.
- Coordinating with exhibitors, managing visitor flow, and ensuring the smooth daily execution of events.
- Assisting with booth setup, logistics, registration, and on-site problem-solving.
- Contributing to the delivery of high-quality events attended by thousands.