

PORTFOLIO

Creative

SALAH TARAD

DIGITAL MARKETING SWISS KNIFE



INTRODUCTION

**A Creative Brief Illustrating My 10-years Journey
in Digital Marketing & Events in 5 different
Countries, leading Top Notch Brands to
excellence & start ups to Elegance.**

**My Vision Is to achieve excellence through Creation
and seeing Brands and start-ups growing with real
numbers And increase There ROI, I see my salary as an
investment In me As Human Resource, i Am Willing by
2030 to Plan, execute & develops full marketing plans
for more than 5000 Different Companies, increasing
My Clients Rack with Satisfied clients.**



**CREATION
IS MY
PASSION**

CAREER HIGHLIGHT

Marketing & Events manager For Oryx Group Dubai, Leading A team of 32 employees, For in-house marketing and as an outsource Agency For our clients through VOY UAE one of the top leaders in nightlife Events & Digital Marketing Agency in Dubai.

we executed more than 50 marketing plans digitally and offline, Maximizing Our clients ROI & Achieving Their brand goals by facelifting their Brand identity and catching the eyes of their clients. Directing The media Team to create top quality material to use in our digital content through all social media platform, Weekly & monthly calendars for each account to maintain Consistency & Professionalism

TASKS HIGHLIGHTS

- **Develop and implemented digital marketing strategies to increase online presence and drive sales.**
- **Managed and optimized SEO, SEM, social media, email, and other digital marketing channels**
- **Analyzing and reporting on website traffic and user behavior to inform marketing decisions**
- **Created and oversee content marketing initiatives including blog posts, videos, and social media content**
- **Collaborated with internal teams and external agencies to ensure consistency in branding and messaging across all digital channels**

TASKS HIGHLIGHTS

- **retained the marketing strategy in conjunction with cross-functional teams to drive the growth of YouTube products and programs**
- **Project management: Planning, executing, monitoring, controlling, and closing projects, as well as ensuring that projects are completed on time and within budget**
- **Partnership building: Building and maintaining relationships with various MENA service providers, such as telcos, to support the growth and success of the project**

MEDICAL PROJECTS

- **A results-driven Digital Marketing & Clinic Operations Specialist with a proven track record of managing and scaling medical and aesthetic clinics. Skilled in paid advertising, case studies, team management, revenue growth, and service expansion, I have successfully led marketing strategies for top-tier clinics in Dubai, including:**
 - **Sharif Eye Center (Specialized in pediatric and adult eye care)**
 - **Kayla Medical & Aesthetic Center**
 - **Rabsha Aesthetic Center**
 - **Merve Aesthetic Center**
 - **7D Dental Center**
 - **Al wazn el mithaly**
 - **Bella rose**
 - **Smile link**
 - **Pro link Lab**
 -

MEDICAL PROJECTS

- **through strategic marketing campaigns, operational improvements, and service expansion, I have significantly increased client retention, revenue, and brand positioning in a competitive market.**

Key Expertise & Skills

- **Paid Ads Creation & Optimization – Managing high-converting Google, Meta, and TikTok ads for lead generation and brand awareness.**
- **Case Studies & Performance Analysis – Developing in-depth reports and success stories showcasing ROI and business growth.**
- **Clinic Operations & Team Management – Overseeing daily operations, improving workflows, and ensuring seamless coordination among staff.**
- **Revenue Growth & Profit Maximization – Implementing strategies that consistently increase sales and service demand.**
- **Service Expansion & Client Retention – Identifying opportunities to introduce new treatments, optimize pricing, and enhance patient loyalty.**
- **Social Media & Content Strategy – Creating compelling content that engages, educates, and converts audiences into loyal clients.**
- **SEO & Digital Presence Enhancement – Strengthening online visibility to attract more patients and position clinics as industry leaders.**

MEDICAL PROJECTS

- **Doubled monthly revenue for multiple clinics through targeted digital marketing and retention strategies.**
- **Successfully launched new services & treatments with high patient adoption rates.**
- **Managed over 7-figure ad spend with consistently high ROI.**
- **Established long-term patient loyalty programs that increased repeat visits and referrals.**
- **I bring a data-driven, creative, and strategic approach to digital marketing and clinic management, ensuring sustainable growth and a competitive edge in the healthcare industry.**

Managed Social Media **INSTAGRAM**

Binge It Party.

Binge it LLC

CAVO DXB

Yume

Cipher

Studio Club

AB Fitness

Fade it Gents Saloon

Ahmed Hamdy.

Fitbox

Chocolamou

NAXOS DXB

Voy UAE

ELENOIR

Cup And Code

Sweet Factory.

Fitness 4 Life Mena

Octomad

Saudi German Hospital

Floral Allure

Liv 27

All Africa Festival

Pro Link

Smile Link

IFME

JUNE

Fitness truck

KUL Consultancy.

Body Bar

Sharif eye center

Pet Point

Techno Jockeys

Zacks Fried Chicken

Z10

Sharif eye center

Kayla Medical Clinic

Al wazn al Mithaly

Projects
PORTFOLIO
&
CLIENTS RACK

JUNE BY HEPSI BURADA

01



NEW COLLECTION NEW CO



NOW ON NAMSHI, JUMIA, AMAZON



HEPSİ BURADA KSA



PROJECT CIPHER DXB



PROJECT CIPHER DXB



FADE IT GENTS SALON



CHOCOLAMOU

logo



CHOCOLAMOU



KAYLA MEDICAL



*Enhance. Glow.
Confidence:*

Beauty tailored for you—fillers, facials, and more

kayla
Kayla Medical Center

Beauty Month



Renew your cells

SKIN
Full care

Contact Us Today

kayla
Kayla Medical Center



kayla
Kayla Medical Center
Beauty Lab

Enhance Your Beauty,
Elevate Your Confidence!

**Top Notch
Services**

100% EXCLUSIVE

CLIENTS RACK GLIMPSE



CERTIFICATES

- **Course At YAT learning Advanced Microsoft Office 2015.**
- **Course Body language and negotiation skills Course 2015.**
- **Google Certification For Google Ads 2016.**
- **Event Planning & Communicating. 2019**
- **Introduction To SEO 2020.**
- **Google SEO from the University Of California 2018-2022.**
- **Writing Professional Emails and memos in 2022.**
- **Emergency First Response 2022.**
- **Events Networking & Public Relations 2022.**
- **Certified From Meta 2024**
- **Certified From BluePrint Meta**

PORTFOLIO LINKS



Cinematography

Commercial

Corporate

NOK Beauty

Branding & Nighlife

Fade It

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THANK YOU

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LINKTREE



BEHANCE