



AHMED BILAL

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Address: Business Bay, Dubai, UAE

Legal Status: UAE Residence Visa | KSA Job Visa Holder (2024)

Valid UAE Driving License | Attested Degree (UAE and KSA Embassies)

Career Highlights

Data-driven digital marketing strategist with 10+ years of experience leveraging technical expertise and analytical insights to drive user acquisition, engagement, and retention across global markets. Proven success in scaling apps to 1M+ users, optimizing multi-channel campaigns for 50%+ ROI, and deploying AI-driven strategies for personalized customer experiences. Adept at blending creativity with analytics to build brand trust and deliver measurable growth.

Core Competencies

- **Digital Campaign Management:** Multi-Channel Strategy (Meta, Google, YouTube) | Paid Ads Optimization | SEO/SEM
- **Data Analytics:** Google Analytics, Meta Pixel, Hotjar | KPI Tracking (ROI, CAC, CTR)
- **Content & Community Growth:** Social Media Strategy | UGC Campaigns
- **Technical Marketing Tools:** SEMrush, Ahrefs, Google Keyword Planner | Canva
- **Customer-Centric Innovation:** Gamification | AI-Driven Personalization | Retention

Key Campaigns & Projects

- **AI-Powered Ad Creatives:** Leveraged Canva and AI tools to automate dynamic ad variations for automotive B2C campaigns (WeCashAnyCar), reducing creative production time by 50%.
- **Meta Pixel Integration:** Tracked user journeys for an EdTech app, refining retargeting campaigns to achieve a 40% lower cost-per-lead.
- **UGC-Driven Brand Trust:** Curated customer stories and testimonials for a fantasy sports app (Stars League), boosting organic shares by 200%.

Technical & Analytical Skills

- **Analytics Tools:** Google Analytics, Tag Manager, Hotjar, Meta Business Suite
- **SEO/SEM:** SEMrush, Ahrefs, Ubersuggest, Google Keyword Planner
- **Creative Tools:** Canva, Adobe Photoshop, Figma
- **Automation:** AI-driven personalization, Chatbots, CRM workflows (Salesforce)

Professional Experience

Digital Marketing and Projects Manager

Shine Event Staffing | Riyadh, KSA(Remotely from Dubai) from 05/2023 – 04/2025

Digital Marketing

- Rebranded the [company's website](#) and [social media platforms](#), introducing a cohesive visual identity and managed monthly social calendar.
- Launched paid social media campaigns targeting event organizers, driving a 20% increase in client inquiries.
- Managed content strategy for blog and social media, ensuring alignment with SEO best practices for higher visibility.

Project Management

- Led end-to-end digital transformation, including AI solution integration, boosting HR and operations efficiency by 200% and saved 0.5 Million SAR yearly.
- Managed CMS based [website](#) development and content migration from older website.
- Conducted workshops to train key stakeholders of the HR and Operations department on newly implemented solutions.
- Delivered HR and workforce management solutions tailored to the event industry, enhancing operational efficiency.

Digital Growth Product Manager(Mobile and Web Apps)

Alef Education LLC | Abu Dhabi, UAE (Laid off Arabits department) from 01/2022 – 04/2023

- **Scaled User Base to 1M+:** Executed gamified learning campaigns and AI-driven content personalization, boosting organic downloads by 40% and reducing CAC by 25%.
- **Data-Driven Retention:** Utilized analytics tools (Google Analytics, Mixpanel) to track user behavior, optimizing in-app engagement and achieving 50% stickiness.
- **Cross-Platform Campaigns:** Collaborated with designers to launch Meta/Instagram ads, increasing paid traffic conversion rates by 30%.

Digital Marketing and Projects Manager

TechVista Systems Ltd. | Dubai, UAE | 02/2017 – 10/2021

- **Crypto Trading Platform Growth:** Designed and managed Google Ads/SEM campaigns for a \$2M Blockchain platform, driving 20% month-over-month user acquisition.
- **NFT Marketplace Launch:** Orchestrated UGC campaigns for a sports NFT platform, leveraging influencer partnerships to achieve 10K+ social media followers in 3 months.
- **SEO Optimization:** Migrated legacy banking portals to SEO-friendly CMS (Sitecore), improving organic search rankings by 35% for RAK Bank's digital services.

Website and Digital Marketing Specialist

The Roots International | Dubai, UAE | 11/2014 – 12/2016

- **Content Strategy:** Developed and managed social media calendars, increasing LinkedIn engagement by 60% and website traffic by 25% for B2B real estate CRM.
- **Referral Program Design:** Launched a client referral initiative with incentive tiers, contributing to a 20% increase in high-net-worth client retention.

Technical / Engineering Project Manager

Deira Safety & Protection Equipment Co. LLC | Dubai, UAE | 06/2013 – 10/2014

- Led team of developers, designers, and QA engineers to streamline SDLC processes, improving efficiency by 40%.
- Managed e-commerce websites and mobile apps development, handling project planning and content strategy.

Business Analyst and Project Manager

Best of Breed IT Studio | Karachi, Pakistan | 04/2011 – 03/2013

- Conducted business analysis for clients in the US, Canada, and UAE, improving project delivery times by 25%.
- Managed development of responsive CMS and e-commerce websites using Joomla, Wordpress, and Sitecore.

Team Lead(Web Apps) | KCompute Pvt. Ltd. | Karachi, Pakistan | 01/2010 – 02/2011

- Led the development of the Drupal-based web application called **ECHO** educational platform for high schools in the USA, improving system performance by 30%.

Team Lead (Web Apps) | Horizon Technologies Pvt. Ltd. | Karachi, Pakistan | 2009 – 2010

- Developed websites using ASP.Net for educational courses and food ordering systems.

Computer Programmer | Al Duaa Computer Services Tr. | Sharjah, UAE | 2007 – 2009

- Developed and maintained websites and desktop software for trading and cargo companies using OS-Commerce, ASP/VB.Net.

Software Programmer | Industrial Techno Services (ITS) | Karachi, Pakistan | 2005 – 2006

- Developed websites and desktop software for Billing Distributions Management System in VB 6.

NCC Computer Teacher | The City Schools Pvt. Ltd. | Karachi, Pakistan | 2004 – 2006

- Taught O&A level students NCC computer courses, covering a wide range of IT applications.
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Education

Bachelor of Science in Computer Science

Preston Institute of Management Science and Technology, Karachi, Pakistan | 2000 – 2003

Certifications

- PMP Training MISP, Dubai(2016)
- Certified ScrumMaster, Horizon Computer Learning Center, Dubai(2017)
- Agile Product Owner, Lynda(2018)
- Advanced JIRA, Lynda(2019)
- AI/ML and DL, Lynda(2019)

Achievements

- Drove 1M+ app downloads via organic and paid campaigns (Alef Education).
- Boosted social media engagement by 60% through data-driven content calendars (The Roots International).
- Reduced CAC by 25% for fintech platforms using refined SEM strategies (TechVista).