



ZEESHAN ZUBAIR SHAHZAD

Digital Marketing Manager | Performance Marketing & Lead Generation

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Dubai, United Arab Emirates

EDUCATION

Bachelor of Engineering (B.E.) – Computer Science

Visvesvaraya Technological University
2011 – 2016

Higher Secondary Education – Mathematics & Computer Science

Rani Public School
2009 – 2011

SKILLS

Performance Marketing & Lead Generation

- Google Ads (Search, Display, YouTube)
- Meta Ads (Facebook & Instagram)
- Conversion Rate Optimization (CRO)

SEO & Web Analytics

- SEO (On-Page & Technical)
- Keyword Research & Competitive Analysis
- Google Search Console & Google Analytics

CRM & Marketing Automation

- CRM Management (Zoho CRM, Bitrix24, HubSpot)
- Email & SMS Marketing Campaigns
- Marketing Database Segmentation

ABOUT ME

Digital Marketing Manager with 9+ years of experience in performance marketing, lead generation, and conversion optimization across Google Ads, Meta Ads (Facebook & Instagram), organic social media, SEO, email, WhatsApp & SMS marketing, and web development. Skilled in strategizing high-impact paid campaigns and optimizing customer acquisition funnels to drive ROI-focused growth.

I have led data-driven marketing strategies, enhancing brand awareness, engagement, and sales. Fluent in English, with strong stakeholder communication skills, shaped by early education in the United States. Proficient in web development (HTML, CSS, JavaScript, PHP, .NET, WordPress) and integrating SEO, analytics, and tracking. Passionate about leveraging AI-driven marketing tools to stay ahead of industry trends. Valid UAE Driving License holder.

WORK EXPERIENCE

Lead Generation Specialist | Performance Marketing & Digital Strategy

April 2026 – Present

RealEstate.ae | Guide Homes Real Estate | Dubai

RealEstate.ae is the public-facing brand of Guide Homes Real Estate L.L.C., focused on advisory-led property marketing and qualified buyer acquisition across UAE real estate projects.

- Manage paid media strategy across Google Ads and Meta Ads for project lead generation, brand awareness, retargeting, and engagement.
- Build campaign structures for off-plan and investment-focused developments across the UAE, with focus on lead quality, CPL control, and buyer intent.
- Optimize paid search through search term reviews, negative keywords, and stronger landing page alignment.
- Set up and refine Meta Ads campaigns using Instant Forms, creative testing, warm audiences, video engagement, and project-based funnel structures.
- Implement and troubleshoot GA4, Google Tag Manager, Google Ads, and Meta tracking across forms, call clicks, WhatsApp clicks, and landing page CTAs.
- Support CRO initiatives for paid traffic, including landing page testing, form optimization, CTA visibility, message match, and funnel improvements.
- Build management-ready reports across spend, leads, CPL, CTR, CPC, CPM, conversion signals, creative performance, lead quality, and recommendations.
- Work with sales, creative, content, and management teams to improve campaign messaging, project positioning, enquiry handling, and CRM-based lead validation.

SKILLS

Content & Social Media Marketing

- Organic & Paid Social Media Strategy
- Video Editing & Graphic Design for Social Media Content
- Content Marketing & Copywriting

Web Development & Tech Stack

- WordPress Website Management
- HTML, CSS, JavaScript, PHP
- Web Tracking & Tag Management (Google Tag Manager)

CERTIFICATIONS

- Advanced Google Analytics
- Google Ads Search Certification
- AI-Powered Performance Ads Certification
- ASP.NET and C# Certification Course

Digital Marketing Manager

TownX Real Estate Development | Dubai

June 2025 –
April 2026

- Led digital marketing across TownX projects, managing lead generation, performance campaigns, SEO, AdRoll retargeting, tracking, and CRM workflows.
- Planned and optimized Google Ads, Meta Ads, LinkedIn, and AdRoll campaigns to generate qualified leads and strengthen remarketing funnels.
- Managed SEO, landing pages, project sections, and UX improvements to support visibility, lead quality, and conversion flow.
- Implemented GTM, GA4, enhanced conversions, custom events, and Zoho CRM integrations for improved attribution and reporting.
- Revamped the TownX corporate website and created new websites for TownX verticals including Oceanstone Construction and Tenants.ae.
- Launched WhatsApp API workflows that improved lead response time and reduced follow-up delays.

Digital Marketing Specialist

Meraki Developers | Dubai

March 2023 –
June 2025

- Developed and executed performance-driven campaigns across Google Ads, Meta Ads, SEO, email, and SMS to generate property buyer leads.
- Managed CRM segmentation and targeted customer communication to improve lead nurturing and conversions.
- Optimized PPC campaigns through bidding strategy, audience segmentation, A/B testing, and landing page improvements.
- Led SEO and content initiatives to improve website visibility, organic traffic, and brand engagement.
- Generated campaign performance reports with insights for budget allocation, lead quality, and future marketing optimization.

Digital Marketing Manager

University of Stirling | Ras Al Khaimah

March 2021 –
March 2023

- Managed digital marketing campaigns across SEM, email, SMS, and social media to support student recruitment for the UAE campus.
- Developed SEO and PPC strategies to improve website visibility, lead generation, and campaign performance.
- Managed brand communication between the UAE branch and UK main campus to maintain consistent messaging.
- Created campaign reports and digital marketing materials including social content, flyers, brochures, and website updates.

Digital Marketing Officer

Athena Education Investments | Dubai

June 2019 –
March 2021

- Managed digital marketing initiatives across multiple school brands, improving lead generation and engagement.
- Optimized Google Ads, social campaigns, SEO, and website content across 10+ school websites.
- Created social media graphics, promotional videos, email campaigns, and marketing materials.
- Tracked campaign performance and identified opportunities to improve CPL, visibility, and engagement.

Web Application Developer & Digital Marketing Executive

AGS Logistics LLC | Dubai

November 2016
– June 2019

- Developed and managed the company website using WordPress, improving functionality, SEO, and user experience.
- Executed SEO, content marketing, and social media campaigns to improve online visibility and engagement.
- Developed web applications using C#, ASP.NET, JavaScript, and SQL to support internal operations.
- Managed UI/UX improvements, database optimization, and technical issue resolution for web systems.