

# Saad Saleem Ahmed

## Digital Marketing Manager

Lead generation and performance marketing specialist with 5+ years of digital marketing experience and 2+ years in Dubai real estate. Expert in Meta, Google Ads, cold email outreach, funnel design, and automation. Proven track record in reducing CPLs, optimizing lead quality, and scaling social media presence.

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Dubai, United Arab Emirates

### PROFESSIONAL EXPERIENCE

#### Marketing Manager & Media Buyer

Hogar Properties, Dubai

Dec 2024 - Present

- Generated leads via Meta, Google, and cold emails with strong CPL control.
- Built automated funnels to nurture and qualify leads for brokers.
- Managed a team and scaled presence on IG, FB, and YouTube.
- Delivered roadshow campaign leads under tight deadlines.
- Created personal branding content and scripts for property consultants.

#### Marketing Manager & Media Buyer

Monet Real Estate LLC, Dubai

June 2024 - Dec 2024

- Managed Meta campaigns targeting UAE, EU & NA markets (CPLs AED 40–150).
- Deployed WhatsApp API & email campaigns for effective lead nurturing.
- Used cold email strategies to achieve 15% reply rate.

#### Lead Generation Specialist

Meyer Real Estate Brokerage, Dubai

May 2023 - June 2024

- Launched FB/IG campaigns using custom & lookalike audiences (20% improved lead quality).
- Ran Snapchat ads & optimized Google funnels incl. YouTube targeting.
- Implemented multi-stage lead forms and improved listings with Bayut/Dubizzle.

#### Digital Marketing Manager

Blitz IT Solutions, Dubai

Feb 2022 - May 2023

- Led development of lead generation funnels across Facebook, Instagram, and Google.
- Achieved 13% lead conversion rate and 45% ROAS.
- Managed campaigns on Meta, Google App, GDN, and TikTok.
- Integrated GTM, GA4, and Meta Pixel for advanced tracking and audience insights.

### AREAS OF EXPERTISE

Google Search Ads | Cold Email Threads | Meta Ads | WhatsApp API Broadcasts | Pay per Click Advertising (PPC) | Real Estate Lead Nurturing | Lead Funneling | Performance Marketing

### EDUCATION

#### B.E. Chemical Engineering

NED University, Pakistan

2015–2019

### CERTIFICATIONS

[Meta ads manager learning](#)

[Facebook marketing](#)

[Instagram marketing](#)

[Instagram reels mastery](#)

[WhatsApp marketing](#)

### CORE STRENGTH

- Marketing Analysis
- Direct Response
- Copywriting
- Audience Research
- Funnel Design
- In-Depth Competitor Research

### SOFTWARE & TOOLS

- Ahref
- Google Tag Manager
- Semrush
- Mailchimp
- Klaviyo
- Google Analytics 4
- Hubspot CRM
- Liana Mailer (for emails)
- Sleekflow (for WhatsApp)