



# Muhammad Fahad

Assistant Marketing Manager

## About Me

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Digital Marketing Strategist with experience managing Facebook, Instagram, and TikTok campaigns for Burj Azizi, MAG 777, MBL Signature, Azizi Venice, Azizi Milan, Damac, & Binghatti. Skilled in international campaign management, lead generation, CRM integration (Zoho Bigin), and sales collaboration. Successfully closed 10 deals, including 5 studios, 2 one-bedrooms, and 3 high-value units.

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## MAG Group Holding | Kingdom

Digital Media Marketing Specialist

From Feb 2024

- Managed company social media accounts, creating targeted content tailored to the Dubai real estate market.
- Collaborated with a videographer and leveraged AI tools to produce high-converting property videos.
- Executed on/off-page **SEO strategies** and built optimized landing pages to drive qualified lead generation.
- Launched and managed multi-channel performance marketing campaigns for **MBL Signature** and **MAG 777** across Meta, TikTok, and Google Ads.
- Generated and managed 86+ qualified leads:
- 33 pending follow-ups, Contributed to closing **3 deals** in MBL Signature totaling **AED 9.9M+** from a marketing spend of **AED 100K**.
- Worked closely with sales managers to distribute, track, and optimize lead follow-ups, ensuring alignment with revenue targets.
- Implemented and managed lead integration with **Zoho Bigin CRM**, streamlining lead flow and improving response time from the sales team.
- Continuously optimized A/B testing & targeting, creatives, and audience segmentation based on lead quality and sales feedback to improve conversion rates.
- Collaborated directly with the **CEO, CMO**, and Head of Sales to develop marketing strategies, new offers, and revenue-focused growth initiatives.
- Managed and updated the company WordPress website, including project pages, landing pages, and lead capture forms.

## • Contact

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## • Education

Bachelor of Computer Science

KUST University

Aug 2019 – Aug 2023

## • Skills

- Digital Marketing
- Social Media Management
- Advertising Campaigns
- Certified Google Ads
- Graphic Design (Canva)
- Photoshot
- Integration of Platforms
- WordPress
- WhatsApp Marketing & Automation
- SEO (On-page & Keyword Research)
- CRM & Automation (Zoho Bigin, WhatsApp)

## Tools:

- Mailchimp
- Zoho Bigin
- Bytix CRM
- Pabbly
- Canva
- WriteHuman
- Semrush
- Buffer
- Google Analytics
- Google Ads
- Tiktok Ads
- Meta Ad
- Watti for Whatsapp Marketing
- Ubersuggest
- KWFinder

## Language

- English
- Hindi

## Professional Experience

### IVY Properties L.L.C

Jan 2024- April 2024

Digital Media Marketing Specialist

#### Social Media & Digital Marketing

- Managed company accounts on Facebook, Instagram, TikTok, and Google Ads, targeting **UAE, Kuwait, Saudi Arabia, UK, Italy, Egypt, USA, London, Nigeria, and Pakistan.**
- Collaborated with Arabic influencers to increase regional engagement and brand visibility.
- Created content focused on the Dubai real estate market and monitored social media engagement to grow brand awareness.

#### SEO & Content Marketing

- Executed on-page **SEO strategies** and built optimized landing pages to generate qualified leads.
- Planned, wrote, and published blog content targeting Dubai real estate audiences, optimized for SEO to improve organic traffic.
- Conducted keyword research using **Semrush, Ubersuggest, and KWFinder** to identify high-potential topics and optimize website content.
- Integrated leads into **Zoho Bigin CRM**, managed daily lead follow-ups, distributed leads to sales teams, and reported directly to the CEO.
- Achieved **7 property** sales from **Azizi Venice & Azizi Milan** projects (**5 studios, 2 one-bedroom apartments**).

#### Website Management

- Maintained the company WordPress website, including project pages, landing pages, and lead capture forms, ensuring smooth user experience and lead generation.

## Courses & Certifications

- Digital Marketing
- Fandamantals Facebook
- Ads & Sale's Google Ads
- Specialist Paid Media
- Advertising Social Media
- Stratigiest Tiktok Ads
- Fandamantals Social Media
- Manager Social Media Growth