



# Amir Sibae

Digital Marketing Manager | Performance Marketing, Media Buying & Brand Strategy

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## 📄 PROFESSIONAL SUMMARY

Digital Marketing Manager with **7+ years** of experience growing B2C, SME, and service brands across the **UAE and GCC**.

Delivering **466% revenue growth**, up to **23× ROAS**, **40K+ qualified leads**, and **60% organic traffic uplift** through SEO, SEM/PPC, paid social, email, and high-converting websites.

Passionate about building full-funnel, automated marketing systems that turn traffic into predictable, scalable revenue.

## 📊 CORE COMPETENCIES

Digital strategy & planning | 360° / integrated digital marketing | B2C & SME marketing (UAE & GCC) |  
Lead generation & nurturing | SEO & SEM (Google / Bing) | PPC & paid media (Google Ads, Meta Ads, TikTok Ads) | Social media management | Email marketing & automation | Content marketing & landing pages |  
CRM integration & workflow automation | Website & UX optimization | Brand management & positioning |  
Budget management & ROI optimization | Analytics, KPIs & reporting (GA4, GTM) |  
Market & competitor research

## 📁 PROFESSIONAL EXPERIENCE

### Head of Digital Marketing & Web Designer

11/2023 – Present | Dubai, UAE

TADBEER - Alebdaa Workers Employment Services Center

- Developed an end-to-end, 360° digital marketing strategy aligned with business goals, managing budget allocation (monthly six-figure AED spend) across SEO, SEM, social media, marketing automation, content, and website optimization.
- Planned and managed performance campaigns on Google Ads, Meta Ads, and TikTok Ads, **generating 40K+ qualified leads** with **20–23% conversion rates** and **up to 23× ROAS** while **improving revenue by approximately 466%** within 6 months.
- Led SEO and UX optimization for multiple bilingual custom-made websites built with Laravel (UAE, Qatar, Kuwait), **increasing local organic traffic by around 60%** and supporting regional expansion.
- Built **full-funnel lead journeys** from website to CRM (Respond.io) and 3CX VoIP, automating lead capture, routing, and follow-up to **improve conversion efficiency by about 40%**.
- Oversaw digital marketing KPIs and dashboards, analyzing traffic, engagement, lead quality, and campaign ROI, and providing regular performance reports and optimization insights to management.
- **Direct creative production** (ad creatives, landing pages, influencer campaigns, video scripts, and rebranding assets), design business-development strategies, and collaborate with sales and operations to align digital campaigns with service features and customer pain points.

### Digital Marketing Specialist & Web Designer

02/2023 – 10/2023 | Dubai, UAE

GroupOne

- Developed user-friendly WordPress sites for Travel & Tourism, Facilities Management, and ComeDubai.com, including online booking flows for holiday packages, visas, and activities with strong on-page SEO and CRO.
- Increased search rankings and **qualified traffic by about 25%** through optimized metadata, internal linking, and SEO-driven website content.
- Owned social media and content calendars and analyzed performance data to refine campaigns and site experience, improving conversion rates and brand visibility.

## Digital Marketing Specialist & Graphic Designer

02/2022 – 02/2023 | Abu Dhabi, UAE

*Sabbagh Group*

- Supported group-wide marketing strategy and brand management across six sectors (properties, cleaning & pest control, business services, maintenance & construction, investment, and trading).
- Optimized bilingual websites (EN, AR) for SEO and user experience, increasing local organic traffic by about 60%.
- Drove social media content calendars, unifying brand messaging and contributing to around 36% growth in social media engagement.
- Implemented CRM tools to streamline lead management and customer follow-ups.

## Digital Marketing Specialist & Web Designer (Part-Time)

10/2022 – 01/2023 | Abu Dhabi, UAE

*Ink Advertising*

- Developed an SEO-focused website, **boosting local organic traffic by 25%** through strategic content.
- Improved search rankings and user engagement by analyzing competitors and optimizing target keywords.
- Collaborated with teams to create visually appealing web designs, improving user experience.
- Utilized data-driven insights to tailor content, achieving measurable increases in site visits.
- Conducted thorough keyword research, leading to improved search visibility and audience reach.

## Marketing Executive & Graphic Designer

06/2021 – 02/2022 | Aleppo, Syria

*SME Development Commission*

- Supported strategic marketing and event campaigns, including Aleppo Shopping Festival, helping to **increase attendance by around 20%** and sponsorship revenue.
- Created and executed integrated print and digital marketing materials (posters, social media content, brochures, and banners) to raise awareness and engagement among target audiences.

## Founder – Web Hosting & Design Agency

04/2018 – 05/2021 | Aleppo, Syria

*SY-Host*

- Founded and managed a web hosting and design agency delivering web, SEO, and branding services for SMEs, supporting measurable growth in online visibility and leads.
- Planned and executed SEO campaigns using SEMrush and Ahrefs to significantly improve client rankings and organic traffic in competitive niches.
- Oversaw project delivery, website performance, and server security, ensuring reliable user experience and long-term client relationships.

## EDUCATION

### Business Administration


2006 – 2009 | Lattakia, Syria

*Tishreen University*

Completed three years of a Bachelor's degree focused on Marketing, Finance, and Organizational Behavior.

## COURSES & CERTIFICATIONS

**Fundamentals of Digital Marketing** (Google Skillshop)

**Google Ads Certified Professional**  (Google Skillshop | Search, Display & Creative Campaigns)

**Graphic Design Specialization**  (California Institute of the Arts | Advanced Visual Communication )

## TECHNICAL SKILLS

**Digital Advertising:** Google Ads, Meta Ads, TikTok Ads, LinkedIn Ads

**SEO & Analytics:** Technical SEO, on-page/off-page SEO, keyword research, GA4, Google Tag Manager, SEMrush, Ahrefs

**Web & UX:** WordPress, Elementor, HTML/CSS, landing page optimization, website performance

**CRM & Automation:** Respond.io , 3CX VoIP, AI-driven workflow automation, lead scoring and routing

**Creative & Content:** Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere Pro; social media content, ad creatives, brochures, posters, video assets

## LANGUAGES

**Arabic**  
Native

**English**  
Fluent