



Amir Sibae

Digital Marketing Manager | Google Ads & Media Buying Specialist | SEO/SEM, Marketing Automation & Growth Strategy

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PROFESSIONAL SUMMARY

Digital Marketing Manager with **8+ years of experience** driving B2C growth and scaling revenue across the GCC through performance marketing and marketing automation. Specialized in Google Ads, paid media, SEO/SEM, and full-funnel systems that turn traffic into predictable, scalable revenue.

Proven track record: **466% revenue growth**, up to **23x ROAS**, **40K+ qualified leads**, and **~60% organic traffic growth** – delivered through precision paid media, automation-driven lead pipelines, CRM integration, and conversion-focused digital ecosystems.

CORE COMPETENCIES

- **Performance Marketing (Google Ads, Meta, TikTok)** (Google Ads, Meta, TikTok) |
- **Lead Generation Strategy & Full-Funnel Optimization** | ▪ **Conversion Rate Optimization (CRO) & A/B Testing** |
- **Marketing Automation & CRM Integration** (Respond.io, 3CX) |
- **Website Development & UX** (WordPress, HTML/CSS) | ▪ **Multi-Country Digital Operations** (UAE/QA/KW) |
- **SEO/SEM – Technical, On-Page & Bilingual** (EN/AR) | ▪ **Analytics & Data-Driven Reporting** (GA4, GTM) |
- **Creative Strategy & Production** (Adobe CC) | ▪ **Team Leadership & Cross-Functional Execution**

PROFESSIONAL EXPERIENCE

Digital Marketing Manager & Business Development Strategist

11/2023 – Present

Ezee Workers Employment Services Center (formerly TADBEER – Alebdaa)

Dubai, UAE | Qatar | Kuwait

- Delivered **466% revenue growth** within 6 months – transforming digital acquisition into the company's primary revenue driver through a fully integrated performance marketing and automation strategy.
- Architected the full growth ecosystem: Google Ads, Meta Ads, TikTok Ads, SEO infrastructure, CRM automation, creative production, and bilingual web platforms – all engineered to work as a single, revenue-generating system.
- Managed multi-channel paid campaigns at **six-figure AED monthly budgets**, generating **40K+ qualified leads** at **20–23% conversion rates** with up to **23x ROAS**.
- Designed end-to-end automated lead pipeline – website → Respond.io (WhatsApp automation) → 3CX telephony routing → CRM – eliminating **~40% of manual lead handling** and accelerating lead-to-sale velocity across all three markets.
- Led development and SEO optimization of **5 bilingual (EN/AR) websites** across UAE, Qatar, and Kuwait – driving **~60% organic traffic growth** and enabling direct multi-country lead generation.
- Directed full in-house creative production – performance ad creatives, CRO-optimized landing pages, video scripts, and rebranding assets – aligning every asset directly to conversion goals.
- Owned offline growth: managed influencer campaigns, coordinated outdoor/OOH media, and directed event and sponsorship activations – all measured against performance KPIs.
- Oversaw technology and automation systems: telephony (3CX), CRM platforms, website infrastructure, and cross-tool integrations – maintaining centralized access control and clean data flow.
- Delivered weekly GA4 + GTM + CRM dashboards to C-suite, translating data into budget decisions, channel pivots, and growth strategy recommendations.

Digital Marketing Specialist & Web Designer

02/2023 – 10/2023 | Dubai, UAE

GroupOne

- Developed conversion-focused WordPress platforms for Travel & Tourism, Facilities Management, and ComeDubai.com – integrating full booking flows for holiday packages, visas, and activities with CRO-first UX architecture.
- Grew organic traffic and search rankings **~25%** through technical SEO, metadata restructuring, and search-intent-aligned content strategy.
- Increased social media engagement **~40%** through data-driven content personalization, consistent brand execution, and performance-tracked campaign management.
- Designed branding assets, web templates, and user experiences aligned with business objectives and GCC audience behaviour.

Digital Marketing Specialist & Graphic Designer

02/2022 – 02/2023 | Abu Dhabi, UAE

Sabbagh Group

- Owned digital strategy and brand unification across 6 business sectors (Properties · Cleaning & Pest Control · Business Services · Construction · Investment · Trading) from a single marketing function – delivering consistent performance and identity across all verticals.
- Drove **~60% organic traffic growth** across bilingual (EN/AR) websites through technical SEO audits, content mapping, and UX optimization.
- Grew social media engagement **~36%** through unified content systems and cross-channel brand voice standards.
- Integrated CRM tools to systematize lead routing, segmentation, and follow-up – reducing response lag and improving pipeline visibility.

Digital Marketing Specialist & Web Designer (Part-Time)

10/2022 – 01/2023 | Abu Dhabi, UAE

Ink Advertising

- Built SEO-focused websites and content strategies optimized for search intent – increasing organic traffic **~25%** through keyword targeting and competitor benchmarking.
- Improved search rankings and user engagement through data-driven content optimization and iterative UX improvements.

Marketing Executive & Graphic Designer

06/2021 – 02/2022 | Aleppo, Syria

SME Development Commission

- Led marketing for Aleppo Shopping Festival – increasing attendance **~20%** and boosting sponsorship revenue through integrated digital and print campaign execution.
- Produced full event identity: posters, social content, brochures, and banners aligned to audience profiles and campaign objectives.

Founder – Web Hosting & Digital Agency

02/2018 – 05/2021 | Aleppo, Syria

SY-Host

- Founded and scaled a full-service digital agency delivering web development, SEO, hosting, and brand strategy – building durable organic traffic and long-term client retention across competitive niches.
- Executed SEO campaigns using SEMrush and Ahrefs, driving measurable ranking improvements and organic traffic growth for SME clients.
- Managed complete project lifecycle: strategy, design, deployment, server security, and ongoing performance optimization.

EDUCATION

Business Administration


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  (Search, Display & Creative Campaigns | Google Skillshop)

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

TECHNICAL SKILLS

Paid Media: Google Ads (Search · Display · PMax · YouTube) · Meta Ads · TikTok Ads · LinkedIn Ads

SEO & Analytics: Technical SEO · Bilingual SEO (EN/AR) · GA4 · Google Tag Manager · SEMrush · Ahrefs

CRM & Automation: Respond.io  · 3CX · ZIWO · WhatsApp Business API · Lead automation · Workflow optimization

Web & UX: WordPress · Elementor · HTML/CSS · Landing Page Optimization · CRO · Laravel (coordination)

Creative: Adobe Photoshop · Illustrator · InDesign · After Effects · Premiere Pro · Ad creative direction

LANGUAGES

Arabic

Native

English

Fluent