

SHAMSHER ALI

Digital Marketing Specialist · AI-Powered Growth · Technical SEO

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Al Barsha 1, Dubai, UAE

PROFESSIONAL SUMMARY

I turn ad spend into qualified leads - not just clicks. Based in Dubai for 6+ years, I've built and run paid media, SEO and content campaigns for service businesses across the UAE that generate real pipeline: consultancy enquiries, healthcare appointments, immigration leads.

What makes me different: I produce all ad creatives in-house using AI tools (Midjourney, Claude) - so campaigns go live faster, cost less, and test more variants than any agency-dependent marketer can. I write the copy, build the visuals, set up the funnel, and report the numbers. No handoff delays.

Recent proof: AED 543K Google Ads spend → 20,923 leads in one quarter. Meta WhatsApp funnel at AED 18 CPL with 13.61% conversion rate. 40% organic traffic growth in 6 months. Available immediately.

6+	20,923	5,099	AED 18	40%	1.08M
Years Experience	Google Leads Q1'26	Meta WA Leads	CPL Achieved	Organic Traffic ↑	Display Impressions

PROFESSIONAL EXPERIENCE

Digital Marketing Specialist & Marketing Officer

Feb 2025 - Present

Nexus Star Technology LLC & Tamdeed Projects (Etisalat / e&) · Dubai, UAE

- **End-to-end paid media:** Google Ads (Search, Display, Shopping, PMax) & Meta Ads - generated 20,923 leads from AED 543K spend (Q1 2026) and 5,099 WhatsApp leads at AED 18 CPL, 13.61% click-to-lead CR.
- **Content creation & copywriting:** Produced social media posts, ad copy, blog content, email campaigns and Reels concepts for Instagram, Facebook, LinkedIn and TikTok - driving organic engagement alongside paid campaigns.
- **AI ad creative production:** All Google Display & Meta visuals built with Midjourney/AI tools - cut creative turnaround by 70%, eliminated agency dependency, enabling 3x more creative variants tested per campaign.
- **UAE audience targeting:** Arabic-English bilingual campaigns across Google, Meta, LinkedIn and Telegram - segmented by emirate, nationality and intent signals for Dubai-based service and consultancy brands.
- **SGE / AI Overview optimization:** Structured data, E-E-A-T content & featured snippet strategies - maintained top-3 organic positions for 12+ high-intent keywords through Google's generative search shift.
- **Reporting & analytics:** Built live Power BI and Data Studio dashboards tracking cost-per-lead, funnel drop-off and channel ROI - used directly in weekly client and management reviews.

Digital Marketing Specialist

May 2021 - Dec 2024

Blue Iris Soft Trading LLC · Dubai, UAE

- **\$150K annual Google & Facebook Ads budget:** 30% ROI improvement via structured A/B testing, audience segmentation and CRO - consistently beat industry benchmarks for CPL and CTR over 3+ years.
- **40% organic traffic increase** in 6 months - full SEO overhaul covering keyword architecture, Core Web Vitals fixes and content optimization across 200+ pages.
- **Social media & content management:** Grew Instagram following by 50%, driving 25% increase in social-attributed sales; multi-channel lead restructure delivered 35% more qualified leads in 3 months.
- **WordPress & email:** Built and optimized Elementor websites achieving 25% bounce rate reduction; email campaigns averaged 25% open rate and 6% CTR across HubSpot and Mailchimp.

EARLY CAREER

Digital Marketing Coordinator / WordPress Developer

2016 - 2021

JoshFactory (Owned Venture) · India

- › **Full-service agency delivery:** Built and ran a digital marketing agency delivering SEO, paid media, content and WordPress projects for 20+ B2B & B2C clients across retail, education and professional services.
- › **Multi-account paid media:** Managed Google Ads & Facebook Ads for multiple client accounts simultaneously; on-page SEO work generated 20% average increase in organic leads per client within 90 days.

CORE COMPETENCIES & TOOLKIT

- › Lead Generation - Google Ads, Meta Ads, LinkedIn, TikTok
- › Content Creation, Copywriting & Social Media Management
- › Video / Reels Planning, Scripting & AI Creative Production
- › SEO (Technical, On-Page & SGE) - SEMrush, Ahrefs, GA4, GSC
- › Conversion Funnel Optimisation - Landing Pages, CRO, A/B Testing
- › UAE & GCC Audience Targeting - Arabic-English Bilingual Campaigns
- › AI-Powered Marketing - Midjourney, ChatGPT, Claude, Gemini
- › Campaign Analytics - Power BI, Data Studio, Google Sheets
- › Email Marketing Automation - HubSpot, Mailchimp
- › WordPress Development - Elementor, On-Page Speed & UX

KEY ACHIEVEMENTS

- › **287% lead volume surge in one quarter:** March 2026 alone delivered 10,687 leads vs. 5,469 in January - same budget, better targeting and creative iteration.
- › **AED 18 cost-per-WhatsApp-lead:** Industry benchmark for financial services WhatsApp leads in UAE is AED 35-60. Achieved AED 18 through precise audience layering and creative testing.
- › **Zero agency dependency:** Produce all ad creatives, copy, landing page content and social visuals in-house - saving an estimated AED 8,000-15,000/month vs. outsourcing.
- › **Email open rate 2.5x industry average:** UAE B2B email average is ~10%. Campaigns averaged 25% open rate and 6% CTR through segmentation and subject line testing.
- › **Page 1 for 12+ commercial keywords:** Through SGE-optimised content strategy - maintained rankings even after Google's AI Overview rollout displaced 40% of traditional results.

CERTIFICATIONS

- › Meta / Facebook Blueprint Certification
- › Google Analytics 4 (GA4) Certification
- › Google Ads Certification
- › Yoast SEO for WordPress

EDUCATION

Bachelor in Software Engineering

YBN University, Ranchi, Jharkhand, India

Diploma in Hardware & Networking

A-Set Institute, New Delhi, India

LANGUAGES

- › English - Professional Fluency
- › Urdu - Basic Conversational
- › Hindi - Native
- › Arabic - No

Available immediately for full-time roles in Dubai & GCC · Open to relocation · References on request