

OMAR FOUAD AYAD

Digital Marketing Manager | AI-Augmented Marketing & E-Commerce

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PROFESSIONAL SUMMARY

Strategic Digital Marketing Manager with 6+ years leading comprehensive marketing initiatives across paid media, organic channels, content, and CRM automation. Expert in managing cross-functional teams (12+ members) and multi-million dollar budgets (AED 11M+) to deliver integrated campaigns that drive brand awareness, customer acquisition, and revenue growth. Computer Science background combined with hands-on AI tooling delivers a technical edge rare in marketing leadership.

Core tools: Google Ads · Meta Ads · Zoho CRM · HubSpot · Shopify · GA4 · Power BI · n8n · ChatGPT · Claude

KEY ACHIEVEMENTS

- Led marketing team of **12 professionals** managing **AED 11M annual budget** across paid, organic, content, and CRM
- Drove **150% e-commerce revenue growth** through integrated digital marketing strategy
- Managed multi-channel campaigns across **8+ platforms** (Google, Meta, TikTok, Snapchat, SEO, Email) achieving **6:1 ROAS**
- Implemented marketing automation reducing lead response time by **70%** and improving conversion rates by **30%**
- Built AI-powered customer lifecycle system reducing churn by **35%** and increasing LTV by **45%**
- Built influencer marketing program generating **AED 250K+ annual revenue** and expanding brand reach by 25%

PROFESSIONAL EXPERIENCE

Digital Marketing Manager | Marketing Lead | DUBIMED, Dubai, UAE

Nov 2024 – Present

- Lead integrated marketing team of **12 specialists** across paid media, content, SEO, social media, and CRM managing AED 11M budget
- Develop and execute comprehensive digital marketing strategies achieving **30% YoY revenue growth**
- Manage multi-channel campaigns across Google Ads, Meta, TikTok, Snapchat, SEO, email, and influencer partnerships
- Built **AI-powered customer lifecycle automation** with smart lead qualification and behavioural segmentation — cutting sales cycle by 40%
- Built **marketing automation workflows and CRM systems** improving lead management efficiency by 70%
- Developed **Power BI dashboards** giving C-suite real-time visibility into CAC, LTV, retention rates, and multi-channel attribution
- Optimised paid acquisition through **AI bidding strategies** (Google AI, Meta Advantage+) — CPA down 35%, **4.5:1 ROAS**

Digital Marketing Specialist | Marketing Operations | DUBIMED, Dubai, UAE

Nov 2022 – Nov 2024

- Launched and scaled e-commerce platform achieving **150% revenue growth** through integrated marketing strategy
- Managed AED 500K+ monthly budget across paid advertising, content production, and marketing technology
- Created **10+ marketing automation workflows** in CRM — lead nurturing, onboarding, and retention campaigns
- Optimised website conversion funnels improving overall conversion rate by **30%** through UX improvements and A/B testing
- Analysed customer cohorts identifying high-LTV segments, improving marketing ROI by **28%**

Senior Digital Marketing Specialist | Skyline Media, Dubai, UAE

Oct 2020 – Nov 2022

- Managed AED 200K+ monthly budget achieving **27% traffic growth** and **120% social engagement increase**
- Developed influencer marketing strategy generating **AED 250K+ annual revenue** through brand partnerships
- Achieved first-page SEO rankings for **20+ competitive keywords** through technical optimisation and content strategy

Digital Marketing Specialist | Bahgat Expert IT Consultancy, Dubai, UAE

Aug 2019 – Oct 2020

- Executed digital marketing campaigns across search, social, and display channels driving **50+ qualified leads monthly**
- Increased website traffic by **35%** and reduced cost-per-acquisition by **25%** through campaign optimisation

CORE SKILLS & EXPERTISE

Strategy & Leadership: Integrated campaign planning, multi-channel marketing, brand positioning, go-to-market strategy, team management (12+), budget ownership (AED 11M+), C-suite reporting

Paid Media: Google Ads (Search, Display, Shopping, PMax), Meta Ads, TikTok Ads, Snapchat, LinkedIn Ads, Google AI bidding, Meta Advantage+

Organic & Content: SEO (technical & on-page), content marketing, social media management, influencer partnerships, Semrush, Ahrefs, Google Search Console

MarTech & Automation: Zoho CRM, Salesforce, HubSpot, Zapier, Make.com, n8n, GA4, Power BI, Looker Studio, ChatGPT, Claude, AI workflow automation

E-Commerce: Shopify, CRO, customer journey mapping, landing page optimisation, A/B testing, UX/UI collaboration

CERTIFICATIONS

- Professional Diploma in Digital Marketing – DMI, 2024
- AI-Powered Performance Ads – Google, 2023 | Google Ads Search Professional – Google, 2023
- Zoho CRM Plus CX Workshop – Zoho, 2023 | Advanced Google Analytics – Google, 2020
- Semrush SEO Toolkit – Semrush, 2021 | Cisco Certified Network Associate (CCNA) – Cisco, 2019

Education: Bachelor of Science in Computer Science & Statistics — Alexandria University, Faculty of Science, 2019

Volunteering: Instructor, HackerRank Campus Club (Web Dev) 2018–19 · Intern, JA Worldwide (Entrepreneurship) 2018 · ACM Training, Alexandria University 2017

Languages: English (Fluent), Arabic (Native)

Visa: UAE Resident | **Driving License:** Valid UAE