



Mohammad Hussain

Marketing Strategist & Digital Marketing Lead
13 years of Proven Working Experience in UAE

Marketing Strategist & Digital Marketing Lead with 13 years of UAE experience building high-performing, multi-channel marketing systems across real estate and multi-industry brands. Skilled in performance marketing, SEO, paid ads, and AI-powered content creation, with strong capabilities in creative direction, social media strategy, and automation. Known for combining data, design, and storytelling to scale lead generation, improve ROI, and strengthen brand visibility

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✉ mohammadhussain_@hotmail.com

🚗 Driving license with car

Education

Bachelor's in Business Administration

Jaipur National University – Attested by UAE Ministry of Education

Mechanical Engineering (60 Credit Hours Completed)

Abu Dhabi University

A/AS Levels

Emirates Private School

O Levels

Al Rayyan School

Professional Experience Summary

- Henry Wiltshire International – Marketing Executive
- Swansea Group of Companies – Digital Marketing Specialist
- Open Home Group – Digital Marketing Manager
- Global Ports Forum – Graphic Designer (Remote)
- Philip Morris International – Sales Representative
- Vibes Events – Events Coordinator / Supervisor
- Judy Thomas Coaching – Digital Marketing Intern

Certifications

- Google Ads Certification – Google
- Digital Marketing – Abu Dhabi School of Government (ADSG)
- Business Analysis – Abu Dhabi School of Government (ADSG)
- Agile for Software Development – Abdulla Al Ghurair Foundation (Udacity)
- AI in Digital Marketing – Great Learning
- Marketing Analytics – Great Learning

Skills

- Performance Marketing
- Social Media Strategy
- Creative Direction
- SEO & Content Optimization
- Paid Ads (Meta, TikTok, Google)
- AI-Powered Content Creation
- Automation & Workflows
- Lead Generation & Funnel Optimization
- Branding & Storytelling
- Multi-Channel Outreach (WhatsApp, Email, SMS)

Tools (I use or have used in past)

Design/Video Editing: Photoshop - Illustrator - Canva - Filmora

Automation: Zapier - Hubspot - N8N - GoHighLevel

SEO/Analytics: Ahrefs - SEMRush - YoastSEO

CRM: PropSpace - Mondays.com - Bitrix24 - Odoo

Website/Landing Page Builders: Wordpress - Wix - Squarespace

Complete Experience

Henry Wiltshire International | January 2024 - Present

Marketing Executive

- Led the full marketing strategy across digital, social, and offline channels, integrating content planning, SEO, paid ads, and multi-channel outreach (email, WhatsApp, SMS) to drive qualified real estate leads and strengthen brand visibility
- Directed creative production and design output, creating high-impact graphics and motion visuals while guiding a photographer and coordinating with multiple third-party agencies to ensure brand consistency and elevate performance
- Owned marketing budget planning and optimization, allocating spend across Meta, TikTok, Google, WhatsApp, and email campaigns, and presenting performance insights directly to the Director to support strategic decision-making

Achievements

- Scaled WhatsApp outreach from 10K to 30K+ contacts, increasing qualified lead flow through structured multi-step campaigns
- Redesigned social media strategy, driving 250% follower growth and stronger engagement across all platforms
- Expanded email marketing list from 14K to 21K+, improving segmentation and boosting weekly inbound inquiries

Swansea Group Of Companies | March 2023 – January 2024

Digital Marketing Specialist

- Led end-to-end digital marketing strategy across multiple business units (Real Estate, Surveys, Consulting, Marketing), overseeing campaign planning, budget forecasting, SEO, content, paid ads, and multi-channel lead generation to stay ahead of the competition
- Directed creative, content, and social media operations, producing high-impact graphics, videos, and motion visuals while managing Instagram, Facebook, LinkedIn, TikTok, and Twitter pages to maintain consistent branding and engagement
- Managed cross-functional coordination with sales, listing teams, and third-party agencies, conducting weekly performance reviews, optimizing lead quality, and ensuring alignment on marketing guidelines, campaign execution, and ROI
- Oversaw website, SEO, and portal listings, maintaining WordPress performance, improving search rankings, and managing Property Finder & Bayut listings to maximize visibility and inbound inquiries

Achievements

- Grew website search impressions from 300 → 1,500 organically by optimizing SEO pages, improving UX, and implementing link-building strategies
- Increased ranked keywords from 4 → 66 in 45 days through high-DA backlinks, technical SEO fixes, and consistent optimization
- Boosted Facebook lead quality from 20% → 85% by producing agent-led videos, motion graphics, and refining audience targeting

Open Home Group Of Companies | September 2022 – March 2023

Digital Marketing Manager

- Led digital marketing and branding strategy across three real estate entities, managing social media, paid ads, SEO, and portal listings to drive qualified leads and maintain consistent brand identity
- Directed creative production and content execution, designing social media posts, brochures, logos, and corporate identity assets using Adobe Suite, while managing 12+ Instagram accounts and launching new Dubai branch profiles
- Coordinated with third-party agencies and internal teams, overseeing campaign performance, optimizing lead quality, and ensuring adherence to marketing guidelines across all staff and platforms
- Managed website, SEO, and portal listings, maintaining WordPress performance, researching keywords, and listing properties on Bayut and Property Finder to maximize visibility

Achievements

- Increased email campaign CTR from 10% → 22% by implementing structured outreach using existing lead databases and optimized content
- Generated 70% genuine leads via TikTok Ads by producing interactive videos with the sales team and refining audience targeting
- Led corporate rebranding, designing new logo, brand identity, and business cards for staff, enhancing brand clarity

Judy Thomas Coaching | February – March 2022

Digital Marketing Intern (Certification Provided)

- Utilization of WordPress, WooCommerce using SEO, Yeast SEO and Adding useful plugins on Wordpress
- Use Facebook ads, Google ads, TikTok ads for targeting audience
- Use email marketing and writing newsletter, weekly emails using MailChimp

Philip Morris International | 2017 – 2020 (3 years)

Sales Representative

- Delivered strong customer engagement and product recommendations, consistently converting competitor users
- Prepared accurate daily sales and performance reports using Excel, supporting management with clear insights
- Consistently exceeded daily conversion targets (5–7 customers), contributing to store-level sales performance

Vibes Events | 2013 - 2017

Events Coordinator & Supervisor

- Coordinated event operations, ensuring smooth execution and managing promoters, crew, and on-site activities
- Oversaw team performance, scheduling, and reporting, maintaining high service standards for clients
- Managed client requirements and communication, supporting event planning, logistics, and on-ground delivery