



# Amir Sibae

Digital Marketing Specialist | Web Graphic Designer



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- Dubai, UAE

## PROFILE



**Digital Marketing Specialist and Web Graphic Designer** with 7+ years of experience across the GCC. Skilled in building and managing full-funnel marketing strategies integrating paid media, SEO/SEM, CRM automation, and website performance. Delivered 23x ROAS, and a 466% increase in monthly revenue, +60% organic traffic, and 40K+ qualified leads through data-driven audience targeting and conversion optimization.

## EDUCATION



### BUSINESS ADMINISTRATION / INCOMPLETE

2006-2009

Tishreen University

Lattakia, Syria

- Completed 3 years of a 4-year Bachelor's degree focused on Marketing, Finance, and Organizational Behavior.

## WORK EXPERIENCE



### DIGITAL MARKETING SPECIALIST & WEB DESIGNER

NOV 2023 – PRESENT

TADBEER - Alebdaa Workers Employment Services Center

Dubai, UAE

- Managed full-funnel media buying across Google, Meta, and TikTok Ads, generating **40,000+ qualified leads** and achieving a **20–23% conversion rate**.
- Increased **monthly revenue by 466%** through strategic conversion rate optimization (CRO) and advanced audience segmentation, boosting **click-through rates by 25%** through A/B testing.
- Delivered a **23x ROAS** through cross-channel campaign orchestration, designing comprehensive lead journeys and integrating tools like Google Tag Manager and AI-powered CRM workflows.
- Drove a **60% increase in organic traffic** by developing and maintaining five bilingual, SEO-optimized websites across UAE, Qatar, and Kuwait, applying strategic keyword research and content strategies.
- Produced **100+ branded digital assets** and oversaw all marketing infrastructure (VPS, email, 3CX VoIP), improving lead routing and reducing response times.

### DIGITAL MARKETING SPECIALIST & WEB DESIGNER

FEB 2023 – OCT 2023

GroupOne

Dubai, UAE

- Developed WordPress sites for Travel & Tourism, Facilities Management, and Activities in Dubai (ComeDubai.com), enhancing user experience and conversion flow.
- Increased **SEO rankings by 25%** through targeted metadata optimization and audience-focused keyword selection.
- Boosted social media engagement by 40% via content personalization and created responsive web templates and brand identities that strengthened customer recognition.

## WORK EXPERIENCE



### DIGITAL MARKETING SPECIALIST & WEB DESIGNER (PART-TIME)

NOV 2022 – JAN 2023

*Ink Advertising*

*Abu Dhabi, UAE*

- Delivered SEO-driven websites and content tailored to search intent, **increasing organic traffic by 25%**.
- Enhanced search rankings and user engagement through competitor benchmarking and keyword analysis.

### DIGITAL MARKETING SPECIALIST & WEB GRAPHIC DESIGNER

FEB 2022 – FEB 2023

*Sabbagh Group*

*Abu Dhabi, UAE*

- Led digital transformation across companies in Properties, Cleaning & Pest Control, Business Services, Maintenance & Construction, Investment, and Trading, unifying branding across all digital platforms and achieving **36% growth in social media engagement**.
- Drove a **60% increase in local website traffic** by optimizing bilingual (EN/AR) content through on-page SEO, keyword targeting, and UX improvements.
- Implemented CRM tools to streamline lead management, enabling faster follow-up and better audience segmentation.

### MARKETING EXECUTIVE & GRAPHIC DESIGNER

JUN 2021 – FEB 2022

*SME Development Commission*

*Aleppo, SY*

- Directed branding and event design for Aleppo Shopping Festival, increasing attendance by 20%.
- Produced promotional materials aligned with target audience profiles, improving event engagement.

### FOUNDER – WEB HOSTING & DESIGN AGENCY

APR 2018 – MAY 2021

*SY-Host*

*Aleppo, SY*

- Managed client portfolios in website development, SEO, and branding, targeting niche markets to strengthen online presence, resulting in increased client engagement and brand visibility.
- Improved hosting, security, and SEO with SEMrush and Ahrefs, achieving faster load times and higher rankings.

## TECHNICAL SKILLS



**Media Buying & Analytics:** Google Ads, Meta Ads, TikTok Ads, GA4, SEMrush, Ahrefs

**Web & Development:** WordPress, Elementor, HTML/CSS, PHP Laravel, MySQL

**Design Tools:** Photoshop, Illustrator, InDesign, After Effects, Figma, CapCut

**CRM & Automation:** Respond.io, 3CX, Google Tag Manager

## CERTIFICATIONS



### GRAPHIC DESIGN SPECIALIZATION

*California Institute of the Arts | 2022*

### GOOGLE ADS CERTIFIED

(SEARCH, DISPLAY, CREATIVE) | *Skillshop | 2022*

## LANGUAGES



**Arabic** - Native

**English** - Fluent