



# Amir Sibae

Performance Marketing & Digital Growth Consultant



PORTFOLIO

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## Professional Summary



**Performance Marketing & Digital Growth Consultant** with 7+ years of experience driving B2C performance marketing and brand growth across the GCC. Expert in **SEO/SEM**, **paid media**, **marketing automation**, and **data-driven optimization**. Proven track record of transforming marketing investments into measurable business outcomes — achieving **466% revenue growth**, **23x ROAS**, and generating over **40 K qualified leads**.

466%

Revenue Growth

40K+

Qualified Leads

23x

ROAS Achieved

60%+

Organic Traffic Growth

## Core Competencies



- **Strategic Marketing:** Full-funnel strategy, GTM planning, market expansion (UAE, Qatar, Kuwait)
- **Performance Marketing:** Google Ads, Meta Ads, TikTok Ads, CRO, A/B testing, advanced targeting
- **SEO & Content Strategy:** Technical SEO, on/off-page SEO, EN/AR content optimization
- **Growth Analytics & Tech:** GA4, GTM, SEMrush, Ahrefs, ROI tracking, lead journey mapping
- **Web & Creative:** WordPress, Elementor, HTML/CSS, Adobe Suite, Creative Direction

## Professional Experience



### DIGITAL MARKETING MANAGER & WEB DESIGNER

NOV 2023 – PRESENT

*TADBEER - Alebdaa Workers Employment Services Center*

*Dubai, UAE*

- Architected a **full-funnel marketing ecosystem**, driving several-fold revenue growth and regional expansion.
- Managed **Google & Meta Ads**, generating **40K+ qualified leads** with **20–23% conversion rates** and **23x ROAS**.
- Planned and launched 5 bilingual, SEO-optimized websites (UAE, Qatar, Kuwait) driving strong organic visibility.
- Developed and mapped a complete **lead generation strategy** from website to CRM (Respond.io) and 3CX VoIP, increasing conversion efficiency by 40%.
- Directed creative production: 100+ ad visuals, video scripts, influencer campaigns, and rebranding strategies.
- Collaborated with executive leadership to design business-development strategies, diversifying service offerings and strengthening client acquisition pipelines.

### DIGITAL MARKETING SPECIALIST & WEB DESIGNER

FEB 2023 – OCT 2023

*GroupOne*

*Dubai, UAE*

- Developed WordPress websites for **Travel & Tourism**, **Facilities Management**, and **ComeDubai.com** (attractions) integrating strong on-page SEO and CRO principles.
- Improved organic rankings by 25% through metadata optimization, internal linking, and bilingual content strategy.
- Developed data-driven brand growth strategies tailored to each sector's audience behavior and business goals.

## Professional 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*

- Drove digital transformation across **6 sectors** (Properties, Business Services, Maintenance, Trading, Investments, Cleaning).
- Optimized bilingual websites (EN/AR), increasing organic traffic by 60%.
- Unified branding and digital presence across all companies, strengthening market recognition.
- Implemented CRM tools to enhance lead management and internal workflows.

### MARKETING EXECUTIVE & GRAPHIC DESIGNER

JUN 2021 – FEB 2022

*SME Development Commission*

*Aleppo, SY*

- Spearheaded branding for the **Aleppo Shopping Festival**, raising attendance by 20% and sponsorship revenue.
- Produced print/digital campaigns to boost SME participation and visibility.

### FOUNDER – WEB HOSTING & DESIGN AGENCY

APR 2018 – MAY 2021

*SY-Host*

*Aleppo, SY*

- Founded and managed a digital agency offering web hosting, SEO, and brand development services.
- Delivered end-to-end services including server setup, security optimization, and SEO campaigns.

## Professional Certifications



- **Google Ads Certified** (Search, Display, Creative) – Skillshop, 2022
- **Graphic Design Specialization** – California Institute of the Arts, 2022

## Education



### BUSINESS ADMINISTRATION

2006-2009

*Tishreen University*

*Lattakia, Syria*

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

## Technical Expertise



**Marketing & Analytics:** Google Ads, Meta Ads, TikTok Ads, GA4, GTM, SEMrush, Ahrefs, SEO/SEM

**Web, Creative & Automation:** WordPress, HTML/CSS, Adobe Creative Suite, Respond.io, 3CX VoIP, VPS Management, Lead Generation Strategy & CRO.

## Languages



Arabic - Native

English - Fluent