

Amir Sibaee

Performance Marketing & Digital Growth Consultant

Dubai, UAE as86.pro

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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, 23× ROAS, and generating over 40K qualified leads.

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

Head of Digital Marketing & Web Designer,

11/2023 - Present | Dubai, UAE

TADBEER - Alebdaa Workers Employment Services Center

- Architected a full-funnel marketing ecosystem, driving 466% revenue growth and regional expansion.
- Managed Google Ads & Meta Ads, generating 40K+ qualified leads with 20-23% conversion rates and 23× ROAS.
- Planned and launched 5 bilingual, SEO-optimized websites (UAE, Qatar, Kuwait), driving a 60% increase in local organic traffic.
- 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, GroupOne

02/2023 - 10/2023 | Dubai, UAE

- Developed user-friendly WordPress sites for Travel & Tourism, Facilities Management, and ComeDubai.com (attractions), integrating strong on-page SEO and CRO principles.
- Enhanced search rankings by 25% through strategic metadata, linking, and bilingual content.
- Designed growth strategies by analyzing audience behavior and aligning with business goals.
- Analyzed performance metrics to refine marketing strategies, enabling data-driven decisions that improved conversion rates and strengthened brand visibility.

Digital Marketing Specialist & Graphic Designer, Sabbagh Group

02/2022 - 02/2023 | Abu Dhabi, UAE

- Drove digital transformation across 6 sectors (Properties, Cleaning & Pest Control, Business Services, Maintenance & Construction, Investment, and Trading).
- Optimized bilingual websites (EN/AR), increasing local organic traffic by 60%.
- Unified branding and digital presence across all companies, achieving 36% growth in social media engagement.
- Implemented CRM tools to streamline lead management, enabling faster follow-up and better audience segmentation.

Ink Advertising

- Developed an SEO-focused website, boosting local organic traffic by 25% through strategic content.
- Enhanced search rankings by analyzing competitors and optimizing keywords for better user engagement.
- Collaborated with teams to create visually appealing web designs, improving user experience.
- Utilized data-driven insights to tailor content, achieving measurable increases in site visits.
- Conducted thorough keyword research, leading to improved search visibility and audience reach.

Marketing Executive & Graphic Designer,

06/2021 - 02/2022 | Aleppo, Syria

SME Development Commission

- Spearheaded branding for Aleppo Shopping Festival, raising attendance by 20% and sponsorship revenue.
- Developed and launched targeted print and digital campaigns, increasing participation by 30% and visibility across online and local media channels.

Founder - Web Hosting & Design Agency, SY-Host

04/2018 – 05/2021 | Aleppo, Syria

- Led digital agency, managing web hosting, SEO, and branding, achieving measurable client growth.
- Implemented server setup and security optimization, enhancing client data protection and service reliability.
- Executed comprehensive SEO campaigns with SEMrush and Ahrefs, significantly boosting client online visibility and traffic.
- Developed brand strategies, fostering client brand recognition and market presence.
- Oversaw end-to-end project delivery, ensuring high-quality outcomes and client satisfaction.

Education

Business Administration, Tishreen University

2006 – 2009 | Lattakia, Syria

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

Certifications

Google Ads Certified Professional — Google Skillshop | 2022 | Search, Display & Creative Campaigns

Graphic Design Specialization — Advanced Visual Communication | California Institute of the Arts | 2022

Courses

Fundamentals of Digital Marketing, Google Skillshop

2022





Languages

Arabic English
Native Fluent