ABDELRAHMAN MOHAMMED ALI GAD

Senior Marketing Manager | Growth & Performance Marketing | SEO & Digital | Remote-experienced

Cairo, Egypt — open to relocation and to fully remote roles | +20 109 925 3143 | +971 54 377 3211

abdelrahmanpoet59@gmail.com | linkedin.com/in/abdelrahman-gad-marketing | gadgrowth.digivabs.com

PROFESSIONAL SUMMARY

Senior marketing manager with 14 years across the UAE, Egypt, Saudi Arabia, the UK and India, on both the agency and the in-house side. Most recently ran the entire marketing function for a multi-location healthcare group as CMO; before that built an agency delivery team from zero to 20 people serving 10+ clients. Six of those years were spent delivering for UK and India teams as a fully remote lead, so distributed, asynchronous work is how I have operated for most of my career. I own the full commercial stack — positioning and go-to-market, paid media, SEO and content, CRM and lifecycle, web platforms, and the tracking and attribution layer underneath all of it — and I build the teams that run it. Selected results: up to 9.5x return on ad spend, −35% cost per lead, +21% organic traffic, 110,000 unique visitors from a single keyword programme, and a 22-second page load cut to under one second.

CORE COMPETENCIES

Growth & Performance: Paid media (Meta, Google, TikTok, Snapchat, LinkedIn), conversion rate optimisation, funnel design, lead lifecycle and nurture, marketing automation, A/B testing and experimentation

Marketing Leadership: Marketing strategy and budget ownership, team building and cross-functional leadership, marketing–sales alignment, stakeholder and vendor management, reporting to founders and owners

Data & Measurement: GA4, Google Tag Manager, Search Console, Looker Studio, Meta Conversions API and server-side tracking, attribution, cohort and channel reporting

SEO & Content: Technical SEO, site architecture and internal linking, schema markup, Core Web Vitals, keyword and content strategy, programmatic SEO, bilingual Arabic / English content operations

Product & Go-to-Market: Positioning and messaging, competitive intelligence and battlecards, launch planning, buyer and persona research, pricing and unit economics, sales enablement

Remote & Distributed Delivery: Six years leading remote mandates for UK, India and Saudi teams; async reporting rhythms, written-first documentation, and managing delivery across time zones without an office

PROFESSIONAL EXPERIENCE

Chief Marketing Officer

Oxygen Healthcare Technology & Spectra Cure Clinics | Ajman, United Arab Emirates | 11/2025 – 08/2026

- Owned the whole marketing function for a multi-location healthcare group — strategy, budget, team structure and reporting directly to ownership.
- Built a full-funnel performance system across Meta, Google and TikTok, and cut cost per qualified lead by optimising against booked consultations instead of raw form fills.
- Rebuilt the measurement layer end to end (Meta Pixel, Conversions API, CRM integration), restoring attribution accuracy after tracking gaps had been distorting spend decisions.
- Designed a WhatsApp-led sales funnel with automated qualification and booking, and aligned marketing and sales on one pipeline and one shared definition of a qualified lead.
- Led four cross-functional squads — media, performance, content and CRM — across clinics in Ajman and Dubai.

Senior Marketing Manager

Outbox Marketing Agency | Abu Dhabi, United Arab Emirates | 05/2024 – 10/2025

- Built the agency delivery function from zero to a 20-person team covering strategy, paid media, SEO, content, design and video.
- Ran marketing for 10+ UAE clients across hospitality, last-mile delivery, real estate, construction, stone and marble, and sports — each with its own buyer research, category analysis and messaging architecture.
- Improved return on ad spend by up to 9.5x and reduced cost per lead by 35% across the client portfolio.
- Built the systems the agency ran on: content governance, paid-media frameworks, reporting templates and automation pipelines.
- Directed design, video and social teams to one consistent message per brand, and presented performance to client owners every month.

Digital Marketing Specialist — SEO, Web & Performance

AliaMedia Digital Marketing Agency | Dubai, United Arab Emirates | 05/2023 – 05/2024

- Rebuilt site structure, UX and technical performance, delivering a 21% increase in organic traffic.
- Ran technical SEO audits covering indexation, schema markup and Core Web Vitals, and turned the findings into a prioritised fix roadmap.
- Managed Google Ads campaigns with a conversion-led approach, tightening landing-page alignment to cut wasted spend.
- Rebuilt keyword targeting and content frameworks around commercial intent rather than raw search volume.

Digital Marketing Manager — SEO, Content & Web Platforms
AlWaseet Classified Ads | Cairo, Egypt | 01/2022 – 04/2023

- Owned SEO, content planning, site optimisation and analytics for a classifieds platform trading across Egypt, Kuwait and the wider GCC.
- Launched a high-volume keyword programme that generated 110,000 unique visitors and lifted every organic KPI by more than 30%.
- Delivered technical SEO at scale on a database-driven listings platform — indexation control, site structure and Core Web Vitals.
- Rebuilt landing pages around search intent to raise the quality of the leads reaching the sales team.

INDEPENDENT VENTURES

Founder & Operator — Independent Digital Portfolio
Self-employed (alongside full-time roles) | Cairo, Egypt | 2019 – Present

- Own and operate 12 web properties across travel, technology, consumer and regional-guide categories, monetised through advertising and affiliate revenue — the full cycle from category selection and competitor gap analysis through build, launch and monetisation.
- Cut page load from 22.0s to 0.88s on one property and from 3.9s to 0.55s on another through caching architecture, render-path work and Core Web Vitals optimisation.
- Run multilingual content operations at scale: grew one property from 17 to 78 long-form guides (~68,000 words) and built another to 216 posts across three languages.
- Specified and built "Salahiya", a B2B SaaS product for the UAE market — competitor teardown, positioning against four specific gaps in the incumbent, and pricing modelled from unit economics.

PORTFOLIO & OWNED PROPERTIES

Professional portfolio — gadgrowth.digivabs.com — 27 brands across five sectors and five countries, each with the commercial context, scope of work and evidence

Owned properties — myguide.ae · europedia24.com · almanypedia.com · almanypedia.de · softwares-academy.com · tiqnyplus.com — UAE travel and places directory (EN); Arabic guides to Europe and to Germany; English software tutorials; Arabic technical guides. All on my own VPS — nginx and Redis caching, Cloudflare edge rules, AdSense monetisation.

EARLIER EXPERIENCE

Digital Marketing Manager / Senior Specialist — Beroya Business Company & Arab Entrepreneurs Board, London, United Kingdom (remote) | 2019 – 2021

SEO Team Leader — Zoutons / Collegedunia, India (remote) | 2017 – 2019

Mechanical Maintenance Engineer — Beta Pharma, pharmaceutical manufacturing, Badr City, Egypt | 2019 – 2020

Digital Marketing Executive, Real Estate — Maple & Rose (UAE) and JUDOD Real Estate (Egypt) | 2014 – 2019

SEO Team Lead — Afkars Digital Marketing, Saudi Arabia (remote) | 2013 – 2015

SEO Consultant, freelance — clients across the UAE, Egypt and Saudi Arabia | 2012 – 2020

EDUCATION

B.Sc. Mechanical Engineering — Faculty of Engineering, Ain Shams University, Cairo, Egypt | 2014 – 2019

TOOLS & PLATFORMS

Analytics & Tracking: GA4, Google Tag Manager, Google Search Console, Looker Studio, Meta Pixel and Conversions API, Google Ads conversion tracking

Advertising: Meta Ads Manager, Google Ads, TikTok Ads, Snapchat Ads, LinkedIn Campaign Manager

SEO: Ahrefs, Semrush, Screaming Frog, Search Console, schema markup, Core Web Vitals, crawl and log analysis

CRM & Automation: HubSpot, Zoho, eZee, Gallabox, WhatsApp Business API, Mailchimp, SendGrid

Web & AI: WordPress, Elementor, HTML, CSS, site architecture, technical page-speed optimisation, AI-assisted content and research workflows

LANGUAGES & WORK ELIGIBILITY

Languages: Arabic (native) · English (fluent, full professional proficiency) · German (basic, A2)

Availability: Immediate. Based in Cairo, Egypt (GMT+2/+3) — a working day that overlaps European hours in full and US Eastern mornings.

Work eligibility: Fully remote roles: no sponsorship required. On-site roles in the EU, UK, US or GCC: requires employer visa sponsorship.