

AHMAD ALSHAREEFI

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PROFESSIONAL HEADLINE

Marketing Director | Brand, Growth & Digital Marketing

Senior marketing leader with 10+ years of experience building brands, driving growth, and executing data-driven marketing strategies across the UAE, MENA, and the United States.

EXECUTIVE SUMMARY

Marketing Director with extensive experience leading brand and growth initiatives for organizations across multiple sectors. Proven ability to develop and execute comprehensive marketing strategies that strengthen brand positioning, drive market awareness, and deliver measurable growth.

Strong background across digital marketing, performance campaigns, content, social media, and analytics, with proven experience managing multi-million-dollar budgets and leading high-performing teams. Adept at working with senior stakeholders, partners, and cross-functional teams to align marketing efforts with organizational objectives.

PROFESSIONAL EXPERIENCE

Director of Marketing & Business Development

Big AL Consulting | Dubai, UAE

October 2021 – Present

Marketing and growth consultancy supporting companies across the UAE, MENA, and the US.

- Developed and executed end-to-end marketing strategies covering brand positioning, digital marketing, and demand generation.
- Led brand-building initiatives across digital, social, and content channels to strengthen market presence.
- Oversaw performance marketing, SEO, PPC, content creation, and social media campaigns across Google, Meta, and other platforms.
- Planned and supported marketing initiatives for industry events, product launches, and thought leadership campaigns.
- Built and managed partnerships with founders, agencies, and industry partners on co-branded initiatives.
- Managed and optimized marketing budgets exceeding USD 10M annually (≈ AED 36M), ensuring efficient spend and consistent ROI.
- Led and mentored cross-functional teams across media, analytics, and creative.

Key impact

- Achieved Google Premier Partner status.
- Increased client brand visibility by 30 percent while reducing acquisition costs by 15 percent.
- Maintained over 95 percent client retention.

Head of Paid Media & Digital Growth

ROI Machines | Florida, USA

August 2020 – October 2021

- Led digital growth and paid media strategies aligned with broader brand and business objectives.

- Managed cross-channel campaigns across Google and Meta.
- Used performance data and insights to guide optimization and budget allocation.
- Collaborated closely with leadership teams to improve positioning and conversion performance.

Key impact

- Reduced cost per conversion by 22 percent.
 - Improved budget efficiency by 18 percent.
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Digital Marketing Consultant – MENA (Google Partner Program)

Google | Istanbul, Turkey

July 2019 – July 2020

- Advised businesses across UAE and KSA on digital marketing strategy and campaign optimization.
- Developed localized marketing approaches aligned with regional market dynamics.
- Delivered training programs on digital marketing best practices and performance measurement.

Key impact

- Improved click-through rates by 35 percent across supported accounts.
 - Trained over 100 businesses on digital marketing execution and analytics.
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Marketing & Business Development Manager

On Call Limousines L.L.C | Dubai, UAE

June 2014 – December 2018

- Led brand, marketing, and partnership initiatives in a competitive services market.
- Expanded customer acquisition through targeted campaigns and strategic partnerships.
- Improved internal processes through marketing automation and systems integration.

Key impact

- Expanded customer base by 30 percent.
 - Improved operational efficiency by 15 percent.
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CORE SKILLS

Marketing Strategy & Brand Positioning
Digital & Performance Marketing
Content, Social Media, SEO & PPC
Campaign Planning & Execution
Data Analysis & Reporting
Market Research & Insights
Budget Management
Team Leadership & Stakeholder Management

EDUCATION

BSc in Computer Software Engineering
Applied Science University | 2014

CERTIFICATIONS

Google Ads Certified
Strategic Decision Making
Sales & Objection Handling
Problem Solving Techniques
Leadership Development

LANGUAGES

English | Fluent
Arabic | Native

INTERESTS

Leadership development
Business growth
Continuous learning