



Waqar Ali Khan

Marketing Manager | Performance & Growth Marketing Specialist

7+ years in Digital, Social Media & Performance Marketing, PR, and Traditional Marketing, including 5+ years in Dubai real estate. A bold, growth-driven Marketing Leader, AI & Automation Expert, and hands-on "one-man army" delivering revenue through sharp strategy, high-performance campaigns, and data-led execution.



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Bay Square, Business Bay, Dubai, UAE



21, March 1988



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WORK EXPERIENCE

Marketing Manager

KYG Prestige Properties & Development

01/2025 - Present

Bay Square, Business Bay, Dubai

Luxury Real Estate Marketing Specialist

- Leveraged **AI and automation** to fully manage tasks, streamline client engagement, and ensure **timely follow-ups**.
- Built and scaled **data-driven lead generation systems** for luxury real estate.
- Managed **full-funnel marketing** across Google, Meta, LinkedIn & Tiktok Ads. snapchat.
- Led content strategy, copywriting, video planning, and social media management, while managing a **team of three professionals**.
- Implemented **SEO and CRM automation** to improve lead quality and conversions, with Zoho & Bitrix24 CRM.
- Worked closely with **sales teams** to drive qualified demand and closings.
- Results: Managed a monthly Digital Marketing budget of AED 150K**

Marketing Manager

Platinum Square Real Estate Brokers

01/2023 - 12/2024

Media City, Dubai

- As a Digital Marketing Manager, I develop and execute innovative strategies to drive brand visibility, engagement, and lead generation, while **leading a team of three professionals**.
- Designing data-driven campaigns across platforms like **Google Ads, Meta Ads, LinkedIn, TikTok, Snapchat, and YouTube** to achieve targeted KPIs.
- Crafting SEO (On-page & Off-page) strategies and managing WordPress websites to ensure optimal performance. Utilizing tools like Google Analytics and SEMrush for performance tracking, CRO, and campaign optimization.
- Introducing and managing **Hubspot & Jaldi CRM** for effective lead tracking and operational efficiency.
- Results: Budget Handled 200K AED/M, Achieved 78 closings with a total of 392M AED through targeted campaigns and strategic execution.**



TECHNICAL SKILLS

AI & Automation

WordPress & AI Web development



SKILLS

Performance Marketing

Lead Generation Meta, Google, Tiktok

UI & UX

Video Content Generation

Google Ads /PPC/GA4 Analytics

SEO, AEO, GEO, AIO, SXO Expert

Online & offline Media Buying

Strategic & Creative Advertisement

Brand Building & PR Managmnet

Team & Time Management



CERTIFICATES

Google Certified

Meta Certified

Advertising with Meta

Linkedin Certified

Linked in Marketing Solution

WORK EXPERIENCE

Social Media Manger/ Marketing Specialist

OG HILLS Real Estate

06/2021 - 12/2022

Business Bay, Dubai

- Social Media handling , **Meta Leads Generation** in my role, **Google Ads & Effective Linked** campaign launched in my rol
- Meticulously handled on-page and off-page SEO and blog writing, achieving 58% conversation.
- Proficiently managing WordPress 4 websites of OG Group. Produced engaging video content with a team of multiple agents, ensuring significant increases in both sales and brand awareness.
- Introduce & Manage Bitrix 24 CRM for Leads Tracking.

Contact : Mr.Zuhaib Ahmad - +971 50 947 5765

Social Media Manager

AIK ANAR (Marketing Agency)

04/2019 - 05/2021

Lahore, Pakistan

- Developed and executed comprehensive digital marketing strategies resulting in a 40% increase in website traffic and a 70% boost in lead generation.
- Managed designs and content of social media clients to create engaging and high-converting lead Ads for Google, Facebook, and LinkedIn.
- Managed influencer marketing campaigns, identifying key influencers in the industry and negotiating partnerships, resulting in a 30% increase in brand awareness and social media engagement.
- Planned and executed successful **pay-per-click (PPC) campaigns on Google Ads, Facebook, and LinkedIn optimizing ad spend** and achieving a 55% increase in conversion rate.

Contact : Mr. Rizwan ullah Khan - +923005778121

Area Sales Manager

Multinet Pakistan (Private) Limited - OPTIX

04/2015 - 03/2019

Lahore,PK

- Sales & Marketing Strategy Formulation & successfully developed, integrated and **managed social media and outdoor activities** by aligning all stakeholders.
- Sales Forecasting and Budgeting, Reporting CRM/Terminus. Team induction, Building, and KPIs development of each designation in quantified terms
- **Managing 30 Sales Executives**, customer service representatives' female staff & walk in clients as branch head. Averaging Sales of PKR 3 million monthly & 12 Million billing per month.

Contact : Mr.Wajahat Dar - +92 342 451 9495

Sales Team Lead

Augere Pakistan (Private) Limited

09/2010 - 03/2015

Lahore,PK

TRANS COMMUNICATION - Distributer Qubee Broad Band - AUGERE PAKISTAN (PVT)LTD, Lahore, Pakistan.

- I started from scratch and quickly developed a good reputation by achieving a best-selling award and being a Consecutive Top Performer in the Lahore Region.
- **Managing 20 sales executives**, 15 retailers,2 **Company-owned outlets& BTL activities.**
- Averaging Sales of PKR 0.3 million monthly &1.5 Million billing per month.

Contact : Mr.Atif Naeem Butt - +92 314 599 9094

CERTIFICATES

The Fundamental of Digital Marketing

Social Media Management

Certified Computer Associate (CCA)

How We Win Together

Business, Psychology and People - FTAC - Pakistan China Joint Chamber of Commerce & Industry

EDUCATION

Bachelor of Science (Maths)

University Of Education

Lahore, Pakistan

- Masters in Information Technology

ACHIEVEMENTS

Meta Certified

Google Certified

Certificate of Appreciation by KYG Prestige (2025)

Certificate of Appreciation by Platinum Square Real Estate (2024)

LANGUAGES

English



Urdu/Hindi

