



# MUHAMMAD ZUBAIR

Digital Marketing Specialist | Seo & Google ads Expert | Web Developer

Dubai, UAE | 6+ Years' Experience

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## PROFESSIONAL PROFILE

Results-driven SEO & Google Ads Specialist with 6+ years Dubai experience achieving #1 Google rankings, managing AED 60K+ monthly budgets, and pioneering Generative Engine Optimization (citations in Google AI Overviews & ChatGPT). Expert in building high-converting websites (WordPress, Shopify, custom HTML/CSS/JS) and scaling traffic (50 to 44.8K monthly visits). Specialized in healthcare, real estate, and e-commerce across UAE and GCC markets.

## KEY ACHIEVEMENTS

- ✓ **AI Search Citations:** Google AI Overviews + ChatGPT
- ✓ **#1 Rankings:** DAMAC Islands Investment
- ✓ **Traffic Growth:** 50 → 44.8K monthly (896x)

- ✓ **Ad Budgets:** AED 60K+ monthly managed
- ✓ **Lead Generation:** 200+ qualified leads/month
- ✓ **Major Projects:** 38-page GCC ecosystem

## CORE EXPERTISE

### SEO & GEO

AI Search Optimization  
Technical SEO  
Featured Snippets  
Schema Markup

### PAID ADS

Google Ads  
Performance Max  
Meta Ads  
Budget Optimization

### WEB DEV

WordPress  
Shopify  
HTML/CSS/JS  
CRO & Landing Pages

## PROFESSIONAL EXPERIENCE

**Haus and Estates Properties, Dubai** | Digital Marketing Specialist (Hybrid) | May 2025 - Present

- #1 Google ranking 'DAMAC Islands Investment' • Featured snippets (Avelia, Ovelia Dubai) • Traffic growth 50 → 44.8K monthly (896x increase) • High-converting landing pages for Dubai luxury property market

**Freelance Digital Marketing Consultant** | Self-Employed | January 2024 - Present

Providing comprehensive digital marketing services to diverse clients across healthcare, real estate, and e-commerce sectors in Dubai and GCC markets. Managing multiple concurrent projects delivering SEO, Google Ads, web development, and complete digital ecosystem builds.

### Select Client Projects:

- **Rere Polyclinic (Healthcare)** - Achieved AI citations in Google AI Overviews & ChatGPT for 'best aesthetic clinic Dubai' • Built 14-page website from zero • 100+ keyword SEO strategy • DHA-compliant healthcare marketing
- **GCC Med License (Healthcare Licensing)** - Built 38-page medical licensing ecosystem covering 6 GCC countries (UAE, Saudi, Qatar, Oman, Bahrain, Kuwait) • 80+ keyword strategy • Multi-authority services (DHA, SCFHS, QCHP, MOH, OMSB, NHRA)

- **Dubai Tech Tribe Agency (Multi-Client)** - Managed 5 client websites across healthcare, e-commerce, and affiliate sectors • 180% increase in medical leads • 100% client retention

## PREVIOUS EMPLOYMENT

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### **Rich Property Real Estate, Dubai** | *Digital Marketing Executive* | Dec 2021 - Dec 2023

- Managed AED 60K+ monthly budgets (Google Ads, Meta) • 200+ qualified leads/month consistently • First-page rankings 25+ keywords • 8-12% landing page conversion rates

### **Landit Marketing, Pakistan** | *Associate Digital Marketing Manager* | Jul 2019 - Dec 2021

- 45% brand awareness increase • Comprehensive keyword research (SEMrush, Ahrefs) • Multi-channel campaign optimization

#### TECHNICAL SKILLS

**SEO:** GEO, Technical, On-Page, Local, Schema

**Ads:** Google Ads, PMax, Meta Ads, LinkedIn

**Dev:** WordPress, Shopify, HTML, CSS, JavaScript

**Tools:** GA4, GTM, SEMrush, Ahrefs, Screaming Frog

**Design:** Canva Pro, CapCut, AI Tools (ChatGPT, Claude)

#### EDUCATION & CERTIFICATIONS

##### **Master in Information Technology**

GPA 3.1 | Islamic University

✓ Google Digital Marketing Certificate

✓ DigiSkills SEO Certification

✓ WordPress Development

✓ Content Writing & Digital Marketing

*UAE Residence Visa Valid Until November 2027 | Immediately Available*