

MUGHEES AHMAD

Performance Marketing & SEO Specialist

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PROFILE

Results-driven Real Estate Marketing Manager with **8+ years** of experience in **SEO, performance marketing, paid media, social media strategy, content planning, CRM funnels, and conversion-focused digital growth**. Also experienced in developing **AI calling agents, AI WhatsApp agents, and chat agents** trained for **real estate** lead nurturing, lead qualification, and new lead maturity automation. Experienced in Dubai real estate marketing across off-plan and commercial campaigns, with strong command of **Google Ads, Meta Ads, local SEO, landing pages, analytics, and lead generation**. Proven ability to improve qualified traffic, reduce CPA/CPL, increase conversions, and support sales teams with clear campaign reporting and growth-focused execution.

WORK EXPERIENCE

Digital Marketing Manager

11/2025 – 06/2026

Worthy Square Real Estate LLC

Dubai

- Managed Google Ads and Meta Ads campaigns for Dubai real estate, including off-plan and commercial property marketing, with a focus on qualified leads and campaign efficiency.
- Built end-to-end digital infrastructure for a new agency, including CRM setup, website development, lead flow, social media workflows, and campaign reporting systems.
- Planned real estate content, AI-driven video marketing ideas, landing pages, and paid campaign structures to improve visibility, engagement, and lead conversion.
- Implemented local SEO, Google Business Profile optimization, map visibility improvements, keyword targeting, and website optimization for Dubai property searches.
- Coordinated with sales, design, development, and management teams to improve response flow, lead quality, and campaign performance decisions.
- Developed AI calling agents, AI WhatsApp agents, and chat agents trained for Dubai real estate lead qualification, follow-up automation, buyer/seller intent filtering, and new lead maturity before handover to the sales team.

Real Estate Marketing Focus

- Campaign types: off-plan, secondary sales, luxury property, commercial property, and rental lead generation.
- High-intent keyword strategy: buy apartment Dubai, property for sale in Dubai, Dubai off-plan projects, luxury villas Dubai, commercial property Dubai, and rental intent terms.
- Performance controls: CTR, CPC, CPL, CPA, ROAS, conversion rate, lead quality, wasted spend, negative keywords, retargeting, and sales pipeline reporting.
- Creative strategy: property video concepts, Instagram and LinkedIn content, ad copy, property launch campaigns, offer positioning, and lead-nurturing content.

Freelance SEO Consultant

Partypoker.com

- Verified Google Search Console performance showing **450K–600K organic clicks**, **8M–12M impressions**, **5%–7% CTR**, and average ranking position of **10–14** over 3 months.
- Reported 28-day organic search performance of **140K–180K clicks** and **2.5M–4M impressions**, using GSC and SEMrush data to prove SEO visibility and traffic growth.
- Created client-ready SEO performance reports covering clicks, impressions, CTR, ranking position, and keyword visibility for a competitive iGaming website.

Marketing Manager

FDE

06/2025 – 11/2025

Dubai

- Increased online bookings by 55%, driving monthly revenue growth from AED 20K to AED 85K through SEO and performance marketing.
- Planned and managed paid campaigns (Google Ads & social media), achieving 3.8x ROAS and generating up to AED 100K in monthly revenue.
- Boosted organic traffic by 70%, contributing to an additional AED 40K+ in revenue from high-intent users.
- Built, optimized, and managed the company website, improving user experience and increasing conversion rate by 45%.
- Reduced CPA by 30% through campaign optimization and remarketing strategies, maximizing ROI while scaling revenue.

Digital Marketing Specialist

Roomy Technologies

01/2024 – 06/2025

Dubai & Pakistan

- Led technical SEO audits, schema implementation, and site optimization.
- Increased organic bookings by 60 percent.
- Managed GA4 and Google Search Console dashboards for performance tracking.
- Improved page speed and resolved indexing issues.
- Optimized Google Business Profile and local SEO performance.
- Managed google, meta, linkedin, tiktok campaigns for bookings and reservations.

SEO Specialist

Affordit

06/2021 – 10/2024

Auckland, NZ

- Supported SEO campaigns for SMEs: metadata, content optimization, and local listings
- Monitored rankings and technical health using GA, GSC, SEMrush, and Screaming Frog

SEO Assistant

Codefier

06/2018 – 06/2021

Pakistan

- Executed on-page/off-page strategy across fintech and SaaS clients
- Delivered keyword research, topical maps, internal linking plans, and authority-building outreach
- Collaborated with devs on indexation, robots, canonicalization, and Core Web Vitals

CORE SKILLS & TOOLS

Real Estate Lead Generation, Google Ads, Meta Ads, SEO Strategy, Local SEO / Google Business Profile, Social Media Strategy, Content Planning, Campaign Reporting, CRM & WhatsApp Funnel Optimization, AI Calling Agents, AI WhatsApp Agents, AI Chat Agents, AI Lead Qualification, Real Estate Lead Nurturing Automation, Landing Page Optimization, Conversion Rate Optimization, Google Ads, Meta Ads Manager, TikTok Ads, LinkedIn Ads, GA4 / GSC / SEMrush, Ahrefs / Screaming Frog, Keyword Strategy, Technical SEO, On-page / Off-page SEO, AI Search Optimization, Google Search Console, SEMrush, Ahrefs, WordPress, HTML / CSS