



# SYED TAISEER ALAM

Head Of Marketing

## Contact Info



**Phone**  
+971 55 598 4096



**Email**  
taseer.ali90@gmail.com



**Portfolio**  
www.syedtaiseer.com



**Address**  
Dubai, United Arab Emirates

## Education

### Bachelors In Commerce

University Of Karachi, Karachi, Pakistan.

### Meta Blueprint Certified

1. (Creative Strategy Professional)
2. (Marketing Science Professional)
3. (Media Buying Professional)
4. (Media Buying Professional)
5. (Media Planning Professional)

## Skills

- Web Development
- Lead Generation
- Social Media Marketing
- Graphic Designing
- SEO
- Marketing
- Google Ads
- Business Development

## Tools

- Zoho
- Monday.com
- Trello
- Asana
- Adobe Creative Cloud
- Artlist.io
- Bitrix
- Project Manager.com
- Propspace.com
- Salesforce.com

Signature Collection Real Estate | Media City, Dubai,  
United Arab Emirates **December 2023 – Present**

### Creative Director | Head of Marketing

- Developed and executed 360° marketing strategies for off-plan and secondary property portfolios, increasing qualified lead flow by 50% YoY.
- Led branding, performance marketing, and CRM initiatives across digital, outdoor, and event channels with a monthly marketing budget of AED 100K+.
- Built and managed a high-performing in-house marketing team (digital, design, content, videography) and external agency partnerships.
- Launched data-driven Meta (Facebook/Instagram), Google, and TikTok ad campaigns targeting GCC, Indian, Russian, and Chinese investor segments—reducing CPL by 35%.
- Oversaw production of all marketing assets including landing pages, video walkthroughs, social media creatives, brochures, and property teasers.
- Directed strategic roadshows, exhibitions (Cityscape, MIPIM), and investor events across Dubai, Abu Dhabi, and international markets to generate off-plan sales leads.
- Collaborated with sales leadership to align campaign messaging, lead quality metrics, and nurture workflows, improving MQL-to-booking conversion by 20%.
- Enhanced website UX/UI and implemented lead tracking tools (Hotjar, Google Tag Manager, CRM integrations) to optimize conversion funnels.
- Conducted market research and competitor analysis to identify emerging trends, price positioning, and promotional strategies.
- Regularly reported performance metrics and ROI to C-level stakeholders, translating data into strategic insights and marketing pivots.

Avenew Development | Sheikh Zayed Road, Dubai,  
United Arab Emirates **December 2020 – October 2023**

### Team Lead | Assistant Marketing Head

- Assist the Head of Marketing in planning and executing marketing strategies for real estate projects.
- Lead and supervise the marketing team to ensure timely delivery of campaigns, content, and promotional materials.
- Coordinate with sales, creative, and digital teams to ensure consistent branding and messaging across all platforms.
- Manage and monitor social media campaigns, paid ads, and SEO efforts to drive traffic and generate qualified leads.
- Oversee creation of marketing materials including brochures, presentations, videos, and event content.
- Collaborate with external agencies, influencers, and media partners to boost project visibility.
- Analyze market trends, competitor activities, and campaign performance to optimize future strategies.
- Participate in product launches, roadshows, exhibitions, and real estate events to represent the company.
- Maintain marketing calendar and budget, ensuring efficient resource allocation.
- Report campaign performance and KPIs to senior management on a weekly/monthly basis.

Asal Group Of Companies | Business Bay, Dubai,  
United Arab Emirates **July 2016 – November 2020**

## **Creative Director | Head of Marketing**

- Solely managed marketing strategies and execution for 9 real estate companies, including off-plan, secondary market, short-term rentals, and property management divisions.
- Planned and executed digital marketing campaigns across Meta (Facebook/Instagram), Google Ads, and TikTok to promote off-plan and ready properties.
- Created high-converting ad creatives, landing pages, and email campaigns in coordination with design and sales teams.
- Managed company's social media platforms, increasing organic reach and engagement by over 60% in 6 months.
- Coordinated with real estate portals (Bayut, Property Finder, Dubizzle) to ensure accurate listings, promotions, and banner placements.
- Assisted in organizing roadshows, open houses, and investor events to support property launches and community engagement.
- Conducted market and competitor research to identify pricing trends, promotional opportunities, and campaign insights.
- Implemented lead tracking and reporting via CRM systems (HubSpot, Salesforce, or similar), ensuring timely handover of qualified leads to sales.
- Produced property marketing collateral including brochures, video walkthroughs, reels, and area guides in English and Arabic (if bilingual).
- Supported SEO and content marketing efforts through blog writing, keyword optimization, and backlink coordination.
- Reported campaign results and ROI insights to the Marketing Manager, helping guide weekly and monthly strategy adjustments.

Alfheim Digital | Wyoming, United States Of America  
**Contract Job (Remote)**

## **Head Of Marketing | Brand Manager**

- Led and executed holistic marketing strategies for digital products and creative services—including websites, custom software, and mobile applications—ensuring cohesive messaging and brand positioning across all touchpoints.
- Directed brand identity development from concept to execution, including logo creation, brand architecture, typography, color systems, and comprehensive brand guidelines for both clients and in-house ventures.
- Oversaw and collaborated closely with the design team to create high-impact visual assets, marketing collateral, UI mockups, and social media creatives that aligned with strategic goals and enhanced brand perception.
- Partnered with UI/UX designers and developers to plan and launch conversion-optimized websites using WordPress, Webflow, or custom CMS platforms—prioritizing performance, user experience, and visual coherence.
- Managed and optimized paid media campaigns across Google Ads, Meta, and LinkedIn—achieving aggressive lead generation targets and reducing cost per acquisition by up to 30%.
- Owned SEO, content strategy, and keyword planning efforts—improving website rankings and significantly increasing organic traffic across multiple domains.
- Oversaw the design and deployment of multi-channel campaigns including email marketing, product launches, landing pages, social ads, and branded case studies to drive engagement and funnel conversions.
- Directed project workflows across departments (design, development, content, QA) using tools such as Trello, ClickUp, and Asana—ensuring on-time delivery, consistent feedback loops, and milestone tracking.
- Analyzed and reported on marketing performance using tools like Google Analytics, Meta Business Manager, and CRM dashboards—translating data into actionable insights and strategic pivots.
- Acted as the central brand and marketing lead—providing creative direction, managing internal and client-side communications, and ensuring all output met brand and quality standards.

## **Senior Marketing Specialist**

- Led and executed end-to-end marketing strategies for the company's digital products and creative services, including websites, custom software, and mobile applications.
- Oversaw brand identity development, including logo creation, color palettes, typography, and brand guidelines for various clients and internal projects.
- Collaborated with UI/UX designers and developers to plan and launch fully optimized websites using platforms such as WordPress, Webflow, or custom CMS.
- Directed paid advertising and organic growth campaigns across Google Ads, Meta, and LinkedIn—achieving lead generation targets and reducing CPA by up to 30%.
- Managed SEO strategy, content marketing, and keyword planning, improving website rankings and boosting organic traffic across multiple domains.
- Coordinated directly with cross-functional teams (development, design, content, and QA) to deliver custom software projects on time and aligned with client goals.
- Handled project management using tools such as Trello, ClickUp, or Asana—managing timelines, stakeholder feedback, and delivery milestones.
- Created and executed email marketing campaigns, product launch materials, landing pages, and case studies to support the sales funnel.
- Produced performance reports using Google Analytics, Meta Business Manager, and CRM dashboards to evaluate marketing ROI and campaign effectiveness.
- Acted as the main point of contact for internal marketing needs and client-side branding/marketing execution.