

MOHAMED ELGHANNAM

Marketing Manager | Head of Digital Marketing | Growth Marketing – Real Estate (UAE)

Performance Marketing · Lead Generation · CRM & Marketing Automation · AI Workflows

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PROFESSIONAL SUMMARY

Real estate digital marketing manager with 8+ years of UAE experience leading multi-channel acquisition for off-plan and ready properties across 20+ developers. Managed AED 18M+ in ad budgets (AED 30K–150K monthly), generated 205,000+ leads and AED 100M+ in attributed sales, and achieved a 47% YoY CPL reduction while scaling qualified lead volume. Runs full-funnel and 360° launch campaigns against CPL, CPA and ROAS targets. Combines paid media (Meta, Google, TikTok, Snapchat), conversion tracking (Pixel, CAPI, GTM, GA4), CRM operations (GoHighLevel, Bitrix24, HubSpot), marketing automation (n8n, Zapier) and AI agents to connect campaigns directly with sales follow-up. Bilingual Arabic/English; exhibition and event marketing lead with 22 unit sales delivered in three days (Ajman Real Estate Investment Exhibition, Sept 2026).

Key figures: Leads Generated 205K+ | Ad Budget Managed AED 18M+ | Attributed Sales AED 100M+ | Avg. Lead Conversion 26.2–28% | CPL Reduction 47% | Developers Served 20+

CORE SKILLS

Growth & Performance Marketing: Media planning & annual budget management · Full-funnel lead generation · Off-plan project launch campaigns · Integrated online/offline (360°) campaigns · Influencer & creator marketing: sourcing, vetting and contracting bloggers, influencers and micro-influencers for project video content · Meta Ads · Google Ads (Search, YouTube, Display) · TikTok Ads · Snapchat Ads · LinkedIn Ads · Retargeting, lookalike & CRM custom audiences (Meta, TikTok, Snapchat) · Leasing campaigns · Programmatic · A/B testing · Landing pages & CRO · SEO (SEMrush) · Hotjar · Email marketing automation · Social media management & content calendars · Copywriting & content strategy (AR/EN) · Market research & competitor analysis · Influencer & affiliate marketing · Exhibition & event marketing

Analytics & Attribution: GA4 · Google Tag Manager · Meta Pixel & Conversions API · TikTok & Snapchat CAPI (Stape) · Server-side tracking & event de-duplication · UTM governance & campaign naming taxonomy · Platform-to-CRM lead reconciliation · Funnel tracking (enquiry → viewing → deal) · Power BI · Looker Studio (Data Studio) · KPI frameworks (CPL, CPA, CTR, CVR, ROAS) · Weekly/monthly performance reporting · Attribution & incrementality · Lighthouse / Core Web Vitals

CRM & Marketing Automation: GoHighLevel (GHL) · Bitrix24 (Expert) · HubSpot (Advanced) · Salesforce, Zoho CRM & Mailchimp (working knowledge) · n8n (self-hosted) · Zapier · Webhooks & REST APIs · Brightcall / Convolo AI callbacks · Lead scoring, routing & nurturing · Lead reactivation flows · Round-robin assignment · WhatsApp Business alerts

AI & Automation: Agentic AI architecture (multi-agent systems, MCP) · RAG chatbots & vector databases · LLM integration (Claude, GPT, Gemini, Grok, DeepSeek, Ollama) · Messaging agents (WhatsApp, Telegram, Messenger) · Self-hosted n8n on Docker/VPS (Hetzner) · Cloudflare

Web & Creative: Astro · WordPress & Elementor · HTML/CSS/JS · Cloudflare Pages/Workers · Shopify · ClickFunnels · Lovable.dev · Premiere Pro · After Effects · Photoshop · CapCut · Canva · ComfyUI · Google Flow · Veo · Gemini · Midjourney · ElevenLabs · Brochures, print & LED-screen collateral

Real Estate & Portals: Off-plan & ready properties · International investor & HNWI targeting · Property-ad permit compliance (RERA/Trakheesi, DLD, Ajman DLRER) · UAE PDPL consent texts for lead forms · Bayut · Property Finder · Dubizzle · Developer & brokerage marketing · Investor & end-user funnels · Property listing optimization · Sales & leasing campaigns

Leadership: Team recruitment & mentoring (5-person team) · Agency, production & media vendor management · Project & stakeholder management · Executive reporting & presentations · Cross-functional collaboration with sales · Python (basic) · SQL (basic) · Excel (advanced)

PROFESSIONAL EXPERIENCE

Digital Marketing Manager

Jun 2026 – Present

Salsabeel Real Estate Developer | Ajman, UAE

- Own end-to-end marketing as the sole marketing manager for Injaz LLC projects (Azora Tower, Golf View Residence, Injaz Salsabeel): media planning, paid acquisition, creative, web, reporting, sales-team coordination and agency, production and media vendor management for off-plan and ready-property investors and end users.
- Plan, execute and optimise full-funnel paid campaigns on Meta, Google, TikTok and Snapchat with UTM governance (structured taxonomy), Meta Pixel/Conversions API, TikTok and Snapchat CAPI (Stape + GTM), de-duplicated thank-

you-page conversions, retargeting and lookalike audiences seeded from CRM lead lists, form, video and Instagram engagers and website events, and bilingual AR/EN creative.

- Led marketing for the Ajman Real Estate Investment Exhibition (Sept 2026), delivering 22 unit sales in three days: films for 3:1 LED screens and a hologram display, an on-screen apartment-draw sequence with printed coupons and bilingual registration, daily four-platform content and VIP-visit coverage.
- Rebuilt the company website on Astro, deployed on Cloudflare from GitHub, with a server-side event beacon and deferred tag loading; improved mobile performance from ~40 → 96+ (Lighthouse, Oct 2026) and cut LCP from 9–10 s to ~2 s while keeping Meta, TikTok, GA4 and Snap events de-duplicated.
- Designed and operate a self-hosted n8n automation stack around GoHighLevel: lead intake and contact upsert, round-robin opportunity assignment across six sales reps with WhatsApp alerts, re-engaged-lead handling (dedupe, tag, note, rep alert), TikTok lead-attribution sync, website WhatsApp ref-code capture, Meta budget-pacing engine, weekly KPI reporting to management and Instagram comment-to-DM automation. GHL pipeline stages track enquiry → viewing → deal and feed stage events back to the ad platforms; every ad carries its Ajman DLRER permit number and forms use PDPL consent texts.
- Built four Claude-powered AI agents in n8n (marketing/creative/CRM orchestrator, competitor and market intelligence, sales QA and coaching, sales-rep copilot) on a shared layer of 11 n8n Data Tables with scheduled runs; the agents generate ad-script banks and compliance checks against the sales playbook.
- Designed a lead-scoring and sales-tracking system (Google Sheets, Apps Script, n8n) with quality scores, tiering and platform-to-CRM lead reconciliation; built an n8n Facebook Messenger chatbot with RAG over project data; Zapier handles TikTok/Snapchat lead capture and Meta conversion events on pipeline-stage changes.
- Built HTML/CSS/JS landing pages with Contact Form 7, anti-spam layers (Turnstile, honeypot, rate limiting) and an n8n intake workflow performing GHL contact upserts, field mapping and opportunity creation.
- Produce project films, AI renders and visuals with Veo, Google Flow, ComfyUI, Gemini, CapCut and ElevenLabs (Emirati-dialect voiceover); produce in-house property photography, walkthrough videos and Reels; design bilingual brochures, business cards and social posters; run function-specific Perplexity AI Spaces.
- Manage CRM and lead-management workflows (GoHighLevel, Bitrix24, HubSpot) for routing, qualification, nurturing and follow-up; integrated Brightcall AI callbacks with ad platforms and CRM; manage influencer partnerships.
- Prepared the bilingual tender pre-qualification portfolio for the group's building-contracting arm (Salsabeel Holding), covering company profile, project track record and compliance documents.

Marketing Manager – Head of Digital Strategy

2023 – May 2026

Imkan Real Estate FZ-LLC Brokerage | Ras Al Khaimah, UAE

- Led performance marketing and project launch campaigns for 15+ off-plan real estate projects across the UAE, developing integrated acquisition strategies for investors and end users and aligning acquisition activity with sales priorities.
- Led a five-person marketing team; implemented Bitrix24 and HubSpot CRM with Zapier automation for lead scoring, routing and nurturing.
- Built real-time GA4 and Power BI performance dashboards; increased qualified leads by 65% YoY while reducing CPL by 47%.
- Led the Falcon Island (Ras Al Khaimah) launch campaign end to end — media plan, creative, landing pages and CRM routing — delivering AED 100M in attributed sales.
- Integrated Brightcall AI with ad platforms and CRM for instant lead callback and AI-powered follow-up; managed influencer partnerships and video content production.
- Developed AI-powered lead-management agents using self-hosted n8n workflows with RAG chatbots and WhatsApp/Telegram multi-agent systems; used ChatGPT, Gemini, Claude and Perplexity for market analysis, competitor research, automated reporting and creative prototyping.
- Used AI image generation (DALL-E, Gemini, Midjourney) for rapid creative concept development; managed company social media accounts with content calendars, community engagement and brand consistency.

Marketing Manager – Digital Performance & Lead Generation

2022 – 2023

Ava Real Estate Brokerage | Dubai, UAE

- Managed an AED 720K annual media budget, generating 8,000+ leads at an AED 80–90 CPL with a 26% conversion rate.
- Owned end-to-end digital marketing operations: strategy, execution, real-time optimization and performance reporting.
- Implemented HubSpot CRM with marketing automation and cross-platform Zapier workflows; improved lead-nurturing efficiency by 40%; A/B testing frameworks reduced acquisition costs by 20%.
- Developed off-plan brand messaging, content pillars and luxury-positioned creative; managed 8+ social channels with 35% YoY follower growth.
- Collaborated with sales teams to optimize listings on Bayut, Property Finder and Dubizzle; began using ChatGPT (Nov 2022) for ad copy, campaign briefs and market analysis.

Marketing Specialist – Real Estate Digital Marketing

2021 – 2022

Ahyan Real Estate Brokerage | Dubai, UAE

- Directed AED 6M in annual ad spend across Meta, Google and property portals for residential and investment projects; delivered 70,000+ qualified leads at an average AED 85 CPL.
- Integrated Convolo AI instant callbacks with Facebook, Instagram, Google Ads, landing-page forms and Bitrix24 via Zapier; launched email marketing automation and nurturing sequences improving conversions by 40%.
- Built WordPress websites and landing pages with lead capture and conversion tracking; managed Bayut, Property Finder and Dubizzle listings with optimized content and photos.
- Executed A/B tests on creatives and landing pages, managed content calendars and community engagement, and coordinated design assets for 10+ property portfolios; consistently hit monthly lead targets.

Performance Marketing Specialist – Media Planning & Campaign Strategy

2018 – 2021

Maken Properties Brokerage | Dubai, UAE

- Managed AED 3.6M in ad spend over 45 months for 20+ premium developers (IMKAN, Emaar, DAMAC, Binghatti, Arada, Azizi, Sobha), generating 42,000+ leads.
- Achieved #1 IMKAN campaign ranking in 2019 with AED 12M in attributed sales, and Top 5 rankings for Binghatti (2020) and Arada (2021).
- Grew 15 social channels by 50% YoY, increased website traffic by 170% and generated AED 3.2M from influencer partnerships; negotiated influencer contracts.
- Managed portal listings (Bayut, Property Finder, Dubizzle); built Shopify and WordPress sites with integrated lead capture; implemented SEO and Zapier automation connecting ad platforms, CRM, email marketing and lead-notification tools.
- Built reporting frameworks and performance dashboards to track campaign efficiency and optimize budget allocation; produced ad creatives and video with Premiere Pro, Photoshop and Canva.

FREELANCE & ENTREPRENEURIAL EXPERIENCE

Digital Marketing & E-Commerce Entrepreneur (Freelance, concurrent)

2022 – 2025

Personal Business | UAE, KSA & USA

- Freelance campaign work for a UAE real-estate marketing agency serving multiple developers and brokerages, including off-plan sales and leasing lead-generation campaigns.
- Founded a US-based e-commerce company with business license and Amazon Brand Registry for private-label products; launched an Amazon FBA US account and managed end-to-end sourcing from China, international shipping, customs clearance and FBA warehouse logistics.
- Built and managed WordPress and Shopify stores for UAE-based merchants; planned and executed Meta, TikTok and Snapchat campaigns across UAE and Saudi Arabia.
- Used Helium 10 and product-research tools for market analysis, keyword optimization and competitive product selection.

PERSONAL PORTFOLIO PROJECT

Independent Al Hamra corporate-presentation concept created for personal portfolio development; not commissioned by or affiliated with Al Hamra.

EDUCATION

Bachelor of Engineering | Arab Academy for Science, Technology & Maritime Transport (AASTMT), Alexandria, Egypt | GPA 3.2 / 4.0 | UAE academic qualification recognition (degree equivalency) certificate, 2026

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

Digital Marketing (35+): Google Ads Professional · Meta Ads Advanced · TikTok & Snapchat Ads · SEO Professional · Copywriting Mastery

AI & Automation (15+): AI Engineer Agentic Track · LLM Engineering · n8n & Zapier Automation · Generative AI · Midjourney

Analytics (10+): GA4 Professional · Power BI · Google Tag Manager · Advanced Conversion Tracking · Attribution Modeling

CRM: Bitrix24 Expert · HubSpot Advanced · Zapier Integration · Marketing Automation Specialist · Convolo/BrightCall

Real Estate: Property Consultant Diploma · Real Estate Sales & Marketing · Investment & Finance

LANGUAGES & ADDITIONAL INFORMATION

Languages: Arabic (Native), English (Professional)

Egyptian national · UAE resident (Ras Al Khaimah) · Valid UAE driving licence