

Kazi Shoiab

Growth Engineer | Performance Marketing, AI Automation & Web Platforms

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PROFESSIONAL SUMMARY

Growth Engineer and Performance Marketing Specialist with **6+ years of experience** building and scaling **digital growth systems** across **web platforms, marketing funnels, and automation workflows**.

Specialized in paid acquisition across **Meta Ads, Google Ads**, and multi-channel advertising platforms, leveraging **Google Analytics** and data-driven experimentation to optimize conversion rates and campaign performance.

Experienced in managing **AED 100K+** monthly advertising budgets, building data-driven growth funnels, and developing **20+ high-conversion** landing pages that drive **qualified leads** and measurable business outcomes.

Strong cross-functional collaborator working closely with **engineering, design, sales, and marketing teams** to build scalable **digital platforms**, automate customer journeys, and improve growth performance in fast-paced startup environments.

Technical background in **WordPress development, payment integrations, automation systems, and AI-driven marketing workflows**, enabling the ability to bridge engineering, product, and marketing teams to deliver scalable growth solutions.

EXPERIENCE

Performance Marketing Manager | Magus Real Estate Brokers | Dubai

Apr 2025 – Present

- Managed **AED 100,000 monthly Meta Ads acquisition budget**, optimizing audience targeting, creative testing, and bidding strategies to reduce **Cost Per Lead (CPL) by 52%**.
- Built and optimized **20+ conversion-focused landing pages**, improving lead capture efficiency and increasing conversion rates by **35%**.
- Implemented **Salesforce CRM integration and lead tracking workflows**, enabling automated follow-ups and improved marketing-to-sales conversion visibility.
- Designed **lead nurturing automation systems using CRM and WhatsApp workflows**, increasing follow-up conversion rates by **18%**.
- Led **creative experimentation and ad testing strategy**, collaborating with design teams to produce high-performing ad creatives and video campaigns that improved **CTR and engagement rates**.
- Performed **GA4 funnel analysis to identify user drop-offs across lead generation journeys**, enabling targeted optimization of campaign landing pages and user flows.
- Executed **A/B testing experiments on ad creatives, audiences, and landing pages**, improving campaign CTR by 22%.
- Partnered with **sales, design, and marketing teams** to align campaign strategy with buyer personas and property sales goals, improving lead qualification and enabling faster conversion from marketing to sales.

Digital Marketing Specialist | Green Acres Real Estate | Dubai

Jan 2023 – Mar 2025

- Managed **multi-channel digital marketing campaigns across Meta Ads, Google Ads, SEO, and social platforms**, increasing brand visibility and generating qualified leads for Dubai real estate projects.
- Managed and optimized **AED 500,000+ advertising spend yearly**, leveraging audience targeting, campaign optimization, and creative experimentation to drive high-quality real estate leads.
- Designed and developed **conversion-focused WordPress websites and landing pages**, improving user experience and enabling scalable lead generation for property listings.
- Implemented **lead management workflows using CRM systems, including Microsoft Dynamics, LeadRat, and custom CRM platforms**, improving lead tracking, follow-ups, and sales pipeline visibility.
- Created **data-driven marketing reports and campaign performance analysis**, using insights to optimize lead generation strategies and improve lead quality.
- Collaborated closely with **property consultants and sales teams** to align marketing campaigns with buyer personas and improve marketing-to-sales conversion.
- Managed **property listing platforms and website content**, ensuring accurate listings, optimized content, and improved navigation to increase user engagement and property inquiries.
- Provided **IT support and system administration**, maintaining internal hardware, software, and network infrastructure to ensure uninterrupted business operations.

SKILLS

- **Growth & Product:** Product Marketing, Go-To-Market Strategy, Conversion Rate Optimization (CRO), Funnel Optimization, A/B Testing, B2C, B2B, SaaS, MVP, AI/ML Integration, PRD & Documentation, Agile Methodologies, Scrum Ceremonies, User Interviews, Funnel Optimisation, SOP, CRM, AI Automations. Product Metrics & KPIs, Data-Driven Decision Making
- **Technical Skills:** Google Analytics, MoEngage, Netcore, Google Firebase, CleverTap, JIRA, Notion, Zapier, Postman, Excel (Advanced), Meta Ads, Google Ads, AI Evals, Gen AI, Prompt & Context Engineering, Make.com, n8n, Cursor, WordPress Development, WooCommerce, Shopify, Elementor, HTML, CSS, JavaScript, UI/UX Design, Figma, Wireframing
- **CRM & Automation:** Salesforce CRM, HubSpot, Microsoft Dynamics, Zoho CRM, LeadRat, Marketing Automation, Zapier, WhatsApp Automation
- **Integrations:** Payment Gateway Integration, API Integrations, Razorpay, PayPal

CERTIFICATIONS

- Designing Growth Strategies (NASBA)
- AI-powered Performance Ads (Google Digital Academy)
- Google Ads Measurement (Google Digital Academy)
- Cisco Certified Specialist Security Core - **CSCO14499331**
- WordPress With Docker Python
- ISC2 Cybersecurity - daab4d0f-c1dc-469e-b1f8-927f06b3f09c

EDUCATION

Osmania University, Hyderabad - *Bachelor of Computer Applications*