Sameer Khan

Performance Marketing & Digital Growth Manager | 4+ Years Experience

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Open to Performance Marketing Manager & Digital Marketing Manager roles across the UAE

PROFESSIONAL SUMMARY

Performance marketing and digital growth professional with 4+ years in paid media, SEO/AEO, lead generation and marketing automation across the UAE, Malaysia and India. Manage **AED 150K–200K monthly ad budgets** across Google, Meta, TikTok and LinkedIn for five Sky Blue Group brands, delivering **up to 4.5× ROAS**, **5,000–6,000 B2C leads a month** at peak at a best cost per lead of **AED 14**, and an **AED 30M annual qualified B2B pipeline**. Build the automation behind the media — n8n, Claude AI, a custom CRM and SEO dashboards — cutting manual work by **60%**. Google Ads certified (Search, Display, AI-Powered Shopping); B.E. in Electronics & Communication.

KEY ACHIEVEMENTS

AED 150–200K	4.5× ROAS	AED 30M	5K–6K Leads	60% Less
Monthly Ad Budget	**Return on Ad Spend**	**Qualified Pipeline / Yr**	**B2C Leads / Month**	**Manual Work**
Managed across Google, Meta, TikTok & LinkedIn	Location targeting & creative testing	From Google Search, deals of AED 200K–2M	At peak · CPL cut from AED 40 to AED 14	n8n & AI automation, 5–6 hrs saved weekly

CORE COMPETENCIES

Performance Marketing · Google Ads · Meta Ads · TikTok Ads · LinkedIn Ads · SEO / SEM / PPC · B2B Lead Generation · Marketing Automation · AEO / GEO · CRM · Google Tag Manager · GA4 · A/B Testing · CRO · Retargeting · Digital PR · Campaign Management · KPI Reporting · Stakeholder Management

WORK EXPERIENCE

Sky Blue Group — 2 yrs

Dubai, UAE · Full-time · Multinational group founded in Malaysia, 18+ years in media, film, production & consumer goods

Digital Marketing Specialist & Automation Executive — 2024 – Present

Sky Blue Media (UAE & Malaysia) · Sky Blue Cinematix · Hani Productions · SkyBlue Dews

- Own paid media strategy, channel mix and budget pacing for **AED 150K–200K a month** across Google, Meta, TikTok & LinkedIn for five group brands, with **up to 4.5× ROAS**.
- Cut B2C cost per lead from **AED 40 to AED 14 (−65%) in 70–80 days** for SkyBlue Dews, scaling to **5,000–6,000 leads a month** at peak on an AED 150K monthly budget.
- Generated an **AED 30M annual qualified B2B pipeline** for Sky Blue Media from Google Search — **50–80 qualified leads a month** at AED 500–600 CPL, on deals of AED 200K–2M.
- Grew group lead volume by **300%** through location targeting, audience research and creative testing.
- Built n8n + Claude AI automations, a Claude-powered lead-generation system, a **custom CRM** and an **SEO automation dashboard** — **60% less manual work**, 5–6 hours saved weekly.
- Own SEO (technical, on-page, off-page, AEO/GEO), websites, CRM, social and digital PR — press releases published on **Business Insider, Yahoo Finance, AP News & Forbes India**.
- Report CPL, ROAS and lead quality to management; coordinate with sales and design, and guide junior team members, external agencies and freelancers.

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WORK EXPERIENCE (CONTINUED)

Capsley Digital Marketing Agency — 1 yr

Bangalore, India · Full-time

Digital Marketing Executive — 2023 – 2024

- Contributed to a **15% increase in overall client sales** through integrated digital marketing strategies.
- Lifted SEM **ROI by 30% on average**, improving lead generation and conversion rates.
- Grew **organic traffic by 30% in six months**; ran email automation, social and funnel optimisation.

Upskill Rocket — 1 yr

India · Full-time

Junior Digital Marketer — 2022 – 2023

- Ran lead-generation campaigns, SEO, email marketing and CRM follow-up for incoming leads.

SKY BLUE GROUP — BRANDS I MARKET

Sky Blue Media · Dubai	RTA transit media — buses, shelters, MUPIs	**B2B lead gen · Google Search**
Sky Blue Media · Malaysia	Nationwide OOH & DOOH screens	**B2B lead gen · Malaysia**
Sky Blue Cinematix · Global	Film, TV & streaming brand integration	**Digital marketing · PR**
Hani Productions · Dubai	Large-format print, signage & exhibitions	**Digital marketing · lead gen**
SkyBlue Dews · UAE	Packaged water, home & office delivery	**B2C performance · AED 150K/mo**

SKILLS & TOOLS

Paid Advertising
Google Ads (Search, Display, Shopping) · Meta Ads (Facebook & Instagram) · TikTok · LinkedIn · PPC · paid search · paid social · remarketing · A/B testing · conversion rate optimization (CRO)

Automation & AI
n8n (self-hosted, DigitalOcean) · Claude AI · Claude Code · Replit · Webhooks & APIs · landing pages

Lead Gen & Messaging
Apollo.io · WhatsApp (Zoko) · EasyRoutes · Google Sheets

SEO & Analytics
Search engine optimization (technical, on/off-page) · AEO & GEO · SEMrush · Google Analytics (GA4) · Google Tag Manager · Google Search Console · Meta Pixel · UTM & conversion tracking · attribution

CRM, Email, Social & Web
Social media · digital PR & press releases · HubSpot · Airtable · Klaviyo (segmentation, lead nurturing) · Shopify e-commerce · WordPress · landing pages

Strategy & Leadership
Budget allocation · customer acquisition · market research · KPI reporting (CPL, CPA, CPC, CPM, CTR, ROAS) · stakeholder & vendor management

EDUCATION

Bachelor of Engineering (B.E.) — Electronics & Communication Engineering — 2018 – 2022

Visveswaraya Institute of Technology, Bangalore, India

CERTIFICATIONS

Google Ads Search Certification
Google · Valid until Nov 2027
View credential

Google Ads Display Certification
Google · Valid until Nov 2027
View credential

AI-Powered Shopping Ads Certification
Google · Valid until Nov 2027
View credential