



ALI SHEIKH

DIGITAL MARKETING SPECIALIST & DEVELOPER

Versatile and results-oriented Digital Marketing Specialist with 5 years of experience, uniquely combining marketing expertise with strong technical skills in web and mobile app development using Flutter. Proven ability to strategize and execute end-to-end digital campaigns across SEO, SEM, social media, and content marketing, while also designing and developing responsive websites and cross-platform mobile applications. Adept at using tools like Google Ads, Meta Business Suite, Firebase, and analytics platforms to drive user acquisition, engagement, and retention. A strong communicator and problem-solver with a holistic understanding of digital ecosystems, capable of bridging the gap between marketing goals and technical execution.

CONTACT



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<https://alinsheikh.github.io/portfolio/>

EDUCATION

Artificial intelligence | Bachelor's degree College of Informatics Engineering

September 2017 - August 2023

Tishreen University

LANGUAGES

English Expert

Arabic Native

PROGRAMMING LANGUAGES

- Dart
- Flutter
- Java
- Python
- HTML
- CSS
- Firebase
- React
- MySQL
- JS

EXPERIENCE

09/2025– Present **Digital Marketing & Media Buyer**

Sada Media Agency -Dubai-UAE

- Plan, execute, and optimize paid advertising campaigns across Meta (Facebook & Instagram), Snapchat, TikTok, and Google Ads .
- Develop full-funnel marketing strategies (awareness, consideration, conversion, remarketing) .
- Analyze campaign performance using KPIs such as CPM, CPC, CPA, ROAS, CTR, and conversion rate .
- Create detailed performance reports and client presentations with actionable insights.
- Manage budget allocation and scaling strategies to maximize ROI .
- Coordinate with design and content teams to deliver high-converting creatives.
- Implement tracking solutions including pixels, conversion APIs, UTM parameters, and analytics tools.
- Optimize landing pages and e-commerce stores (Shopify & WooCommerce) for conversion.
- Conduct audience research, A/B testing, and continuous campaign optimization
- Stay up to date with platform policies, trends, and algorithm changes

09/2023– 09/2025 **Web Developer & Digital Marketing**

Elegant Flowers - Dubai- UAE

- Managed and optimized performance marketing campaigns on Google Ads and Meta Ads, resulting in increased ROI and lead generation.
- Designed engaging social media and ad creatives using Canva, aligned with brand guidelines and campaign objectives.
- Developed and maintained Shopify and WordPress websites, ensuring responsiveness, SEO best practices, and smooth user experience.
- Created and published SEO-optimized content (blogs, product pages, landing pages) to drive organic traffic and improve search rankings.
- Collaborated with cross-functional teams to create engaging content and improve website user experience.
- Set up and monitored Google Analytics, Meta Pixel, and conversion tracking to measure ad performance and user behavior.
- Managed social media accounts, scheduled posts, and engaged with audiences to grow brand visibility and engagement.

STRENGTHS

- ★ Strong problem-solving skills,
- ★ Firebase integration
- ★ Time Management
- ★ Innovative Thinker
- ★ Flexible/Adaptable under pressure
- ★ Creative and perceptive
- ★ Good communicator
- ★ Well organized

SKILLS

◆ Digital Marketing

- Google Ads (Search, Display, Remarketing)
- Meta Ads (Facebook & Instagram)
- Social Media Marketing & Management
- SEO (On-page & Off-page)
- Conversion Rate Optimization (CRO)
- Google Analytics / Meta Pixel Tracking

◆ Web & App Development

- Shopify Development & Customization
- WordPress Development .
- Flutter (Cross-Platform Mobile App Development)
- HTML, CSS, JavaScript (Basic front-end skills)
- Web Performance Optimization

◆ Design & Content Creation

- Canva (Visual Design & Social Media Creatives)
- Content Strategy & Writing
- Landing Page Design
- UX/UI Principles (Basic)
- Video Editing (CapCut)

◆ Tools & Platforms

- Google Analytics & Google Tag Manager
- Meta Business Suite / Ads Manager
- Google Search Console
- SEMrush or Ahrefs

01/2021– 06/2023 **Software Developer | Digital Marketing**

MediaTech-Syria

- Developed and maintained multiple mobile applications using Flutter
- Conducted thorough testing, debugging, and maintenance of Flutter applications, ensuring high-quality standards and resolving issues promptly to deliver a smooth user experience.
- Managing and developing the company's website
- Managed and optimized digital advertising campaigns across multiple platforms, including Google Ads, Social Media Ads.
- Managing and supervising the company's technological devices and working to fix technical problems.

SOFT SKILLS

- Good experience in handling Flutter and Dart, Ability to design and develop high quality Flutter applications
- Experience using various development tools such as Android Studio , Visual Studio ,Canva Editor.
- Ability to solve problems and fix errors quickly and effectively.
- Ability to handle Bloc ,provider, and GetX as a State Management.
- Experience developing Flutter apps for Android ,iOS , Desktop , Web applications and Ability to handle Rest APIs.
- Ability to collaborate with the development team and communicate effectively.
- Familiarity with the latest technologies and trends in Flutter and React.
- Familiarity with publishing apps at Google play and app store.
- Familiarity with deep linking , Google maps , Google Maps platform ,Geocoding API , Geolocation API , Maps SDK (Android - ios - ...) and Places API.
- Hands-on experience running Google Ads and Meta Ads campaigns to drive leads, conversions, and engagement
- Familiar with Shopify and WordPress for website management, theme customization, and SEO optimization.
- Skilled in content creation for blogs, social posts, and landing pages, tailored for performance marketing.
- Comfortable using Google Analytics, Meta Pixel, and ad performance tools to track KPIs and campaign success.