

ALI SHEIKH

Digital Marketing Specialist & Developer

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SUMMARY

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 .

EXPERIENCE

Digital Marketing & Media Buyer

Sada Media Agency

Sharjah, UAE

09/2025 - Present

- 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 .
- Stay up to date with platform policies, trends, and algorithm changes .

Web Developer & Digital Marketing

Elegant Flowers

Dubai, UAE

09/2023 - 09/2025

- 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

EDUCATION

Bachelor's degree

College of Informatics Engineering

Tishreen University

- Section : Artificial intelligence

09/2017-08/2023

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 Development)

(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)

Software Developer & Digital Marketing

Media Tech

Syria

01/2021- 06/2023

- 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 .

STRENGTHS



Strong problem-solving skills



Firebase integration



Time Management



Innovative Thinker



Flexible/Adaptable under pressure



Creative and Perceptive



Good Communicator



Well organized

Tools & Platforms

Google Analytics & Google Tag Manager

Meta Business Suite / Ads Manager

Google Search Console

SEMrush or Ahrefs

Programming Languages

Dart Flutter Java Python

HTML CSS Firebase React

MySQL JS

LANGUAGES

English

Expert



Arabic

Native

