

SHEHRAN SADIQUE

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SUMMARY

Accomplished Digital Marketing Manager and Martech Engineer with over two decades of success leading digital strategy, web development, and marketing automation initiatives across high-impact business environments. Expert in managing digital transformation projects, integrating MarTech stacks, and deploying performance-driven campaigns across SEO, SEM, email marketing, and social platforms. Proven ability to align marketing technology with customer experience, data strategy, and conversion optimization. Adept at collaborating with cross-functional teams, managing agencies, and using analytics tools to track and optimize marketing ROI. Strong technical background in front-end development, web analytics, UX/UI, and marketing data architecture. Passionate about enabling scalable marketing operations through integrated tools and insights.

EXPERIENCE

TECOM Group PJSC

06/2022 – Present

Digital Marketing Manager

03/2023 – Present

Driving dynamic digital campaigns, optimizing online presence, and enhancing user engagement. Expertise in SEO/SEM, social media strategy, and campaign management. Leveraging analytics to optimize performance and achieve growth.

Key Responsibilities:

- Lead TECOM Group's digital marketing initiatives across 10+ Business Districts, Co-working Space and and Incubator
- Develop and manage full-funnel digital campaigns covering SEO, SEM, email, SMS, and paid ads, contributing to increase in qualified lead conversions YoY.
- Oversee implementation and configuration of GA4, GTM, and GSC for seamless analytics and event tracking across all platforms.
- Design and monitor LookerStudio dashboards to visualize campaign ROI, lead generation, and customer journey analytics.
- Collaborate with web developers and UX/UI teams to improve site engagement and reduce bounce rates.
- Manage Google My Business listings for all TECOM locations, enhancing local search visibility and driving physical and digital traffic.
- Execute technical audits and SEO optimizations across all corporate domains, increasing organic search performance by 35%.
- Coordinate cross-functional alignment with brand, content, IT, and digital agency teams to ensure brand consistency and performance alignment.
- Strategize and implement paid media campaigns across Google, LinkedIn and Meta platforms achieving an average 3:1 ROAS

Senior Web Specialist & Digital Marketer

06/2022 – 03/2023

Responsible for managing and maintaining 17 websites for TECOM Group and Subsidiaries. Creating and managing campaigns on digital channels such as social media, email, and paid advertising.

Key Responsibilities:

- Managed 17 corporate and district websites under TECOM, streamlining CMS structures, site performance, and web development workflows.
- Developed performance-focused landing pages and web enhancements using WordPress, HTML, CSS, JavaScript, and PHP.
- Implemented advanced SEO strategies using SEMrush, GSC, and structured data, improving site health and increasing visibility for 50+ high-intent keywords.
- Created and analyzed performance dashboards using Power BI and LookerStudio to provide real-time marketing intelligence.
- Launched email marketing workflows using Campaign Monitor and SendGrid with segmented targeting, improving open and CTR by 22%.

SKILLS

Digital Marketing & Strategy

- Digital Strategy & Execution
- Performance Marketing
- SEO/SEM
- Marketing Automation (HubSpot, SendGrid)
- MarTech Stack Integration
- CRM Integration (Salesforce, HubSpot)
- Customer Journey Mapping
- CRO & A/B Testing
- Content Strategy & UX Optimization
- GMB Optimization & Local SEO

Analytics & Reporting

- GA4 & GTM
- Google Search Console
- Campaign Reporting & Attribution
- Power BI
- Looker Studio

Technical Skills

- Web Development (WordPress, HTML, CSS, JavaScript, PHP)

Leadership & Management

- Strategic Planning
- Budget Management
- Team Leadership
- Stakeholder Communication
- Cross-functional Collaboration

- Optimized digital channels through CRO best practices and A/B testing, improving form submissions and lead quality.

Dubai Holding Asset Management
(Dubai Holding)

09/2019 – 05/2022

Senior Web Specialist & Digital Marketer
Responsible for managing and maintaining 25+ Retail, Residential & Business District websites under the DHAM umbrella. Creating and managing campaigns on digital channels such as social media, email, and paid advertising.

- Key Responsibilities:**
- Managed digital operations and campaigns across 25+ websites in the retail, residential, and B2B verticals.
 - Planned and executed SEO, social media, and email marketing campaigns that drove a 28% increase in digital leads.
 - Designed and built high-conversion websites and microsites in WordPress and WooCommerce, fully integrated with analytics and CRM tools.
 - Worked closely with design and content teams to optimize user experience and maintain mobile-first, responsive standards.
 - Ran campaign attribution reports combining GMB, Ads, Analytics, and CRM data to identify top-performing traffic sources and keywords.

TECOM Group
Senior Web Specialist

02/2009 – 05/2019

- Responsible for managing and maintaining 25+ Retail, Residential & Business District websites under the TECOM group umbrella.
- Key Achievements:**
- Oversaw web presence and email marketing campaigns across TECOM’s mixed-use developments and brand assets.
 - Developed websites and internal portals using WordPress and custom HTML/CSS/JS frameworks.
 - Improved SEO visibility across multiple business units by implementing on-page optimizations and structured metadata.
 - Regularly analyzed GA data to make UX, speed, and content decisions that enhanced session duration and reduced bounce rates.

ThinkSpace | Web Developer
Intelligent Corporate Solutions | Web Developer

09/2007 – 01/2009
02/2006 – 05/2007

EDUCATION

Master of Computer Applications
Bharathiar University, India

Bachelor of Commerce
M.G. University, India

CERTIFICATIONS

Digital Marketing Certification
Astrorlabs, Dubai,UAE

Email Marketing Certification
HubSpot