SAQIB HUSSAIN

Digital Marketing Specialist
Sr. Multimedia Designer

Satwa, dubai
+971 50 620 9290
www.sakibhussain.com
saqibhusain229@gmail.com
www.linkedin.com/in/saqibhussain229

A versatile **Digital Marketing Specialist** and **Senior Multimedia Designer** with over 10 years of experience in both creative production and strategic ad campaign management. I specialize in crafting engaging content and optimizing performance across **Meta Ads, Google Ads,** and **YouTube Ads**.

Core Skills

Paid Ad Campaigns: Plan, launch, and optimize campaigns to drive lead generation and maximize ROI.

Performance Analysis: Analyze campaign data to improve key metrics like CPL, ROAS, and conversions.

Multimedia Content: Expertise in graphic design, video editing, videography, photography, and 3D animation.

AI Integration: Actively leverage AI-based tools such as Adobe Firefly, MidJourney, Runway ML and VEO 3 to innovate creative workflows and stay ahead of industry trends.

EDUCATION

2009 — 2013
Graduation
Bachelor of Design
Specialization in **Multimedia Arts**
University of Gujrat.

CERTIFICATION

2024
Master of Digital Maketing
Linkedin Learning-continue

Key Skills

- Creative Designing
- Social Media
- Google Ads
- Meta
- Cinematic Shot
- Video Editing
- Digital Marketing
- AI Tools
- Management
- Team Collaboration

LANGUAGE

- English
- Urdu

CAMERA

- sony a7iii

EXPERIENCE

2025 — 2026
DIGITAL MARKETING SPECIALIST & CONTENT CREATOR (REAL ESTATE)
Senzan Real Estate Developer I Dubai

Role & Responsibility:

- Develop and execute full-funnel digital marketing strategies for luxury and off-plan real estate projects across the UAE market.
- Plan, launch, and optimize high-budget lead generation campaigns on Meta and Google Ads to maximize ROI and qualified inquiries.
- Create compelling real estate content including property walkthroughs, cinematic reels, drone videos, and branded social media campaigns.
  Script, shoot, and edit high-converting video ads tailored for buyers and investors.
- Collaborate with sales teams to improve lead quality and conversion rates while tracking KPIs such as CPL, CTR, CPC, and ROAS.
- Conduct competitor research and implement retargeting strategies to strengthen market positioning and increase closing ratios.

2024 — 2025
DIGITAL MARKETING SPECIALIST
Smart Bull Tourism I Dubai
Role & Responsibility:

- **Social Media Strategy & AI:** Develop and execute a strategy with Meta Ads, conduct competitive research, and create targeted messaging.
- **Content & Campaigns:** Curate content and manage Google/Meta Ads, focusing on ad copy and creative.
- **Advertising & Paid Media** – Run Meta Ads, Google Ads, and other paid channels to maximize ROI.
- **Multimedia Design:** Create innovative graphics and content for videos, web, and social platforms.

2023 — 2024 I Part Time (Remote job)
SR. MUTIMEDIA DESIGN I SOCIAL MEDIA SPECIALIST
Saif Sultan Group I Dubai
Role & Responsibility:

- Social Media Strategy & AI: Develop and execute a strategy with Meta Ads, conduct competitive research, and create targeted messaging.
- Content & Campaigns: Curate content and manage Google/Meta Ads, focusing on ad copy.
- Optimization: Optimize profiles and ad pages for branding and target the right audiences.

- 2022 — 2024
  Sr. MUTIMEDIA DESIGNER
- Sazgar Engineering Limited (Haval+Baic)
- **Role & Responsibility:**
- Multimedia Design: Create innovative graphics and content for videos, web, and social platforms.
- Camera Operation: Plan shots, maintain equipment, and manage.
- Video Production & Editing: Lead video creation, including storyboarding, editing, and motion graphics.
- Social Media Management: Plan, schedule, and analyze content, engaging with the audience.
  Increased Traffic: Boosted website traffic by 30% in six months through social media strategies, driving exposure and leads.
  Social Media Growth: Achieved 45% growth in engagement with compelling, visually appealing content, fostering a loyal community.

2016 — 2022
Graphic Design I 3D CG ARTIST
Master Tiles & Ceramic Industries Limited
Role & Responsibility:

- Brand Development: Collaborate with the marketing team to maintain brand consistency across all design outputs, ensuring a cohesive visual identity for Master Tiles.