MAHNOOR SALMAN

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SENIOR DIGITAL MARKETING SPECIALIST

Senior Digital Marketing Specialist with more than three years of experience across real estate, aviation and fintech in the UAE, specialising in performance marketing, SEO, AEO, CRM automation and marketing analytics. Proficient in Google Ads, Meta Ads, Google Analytics and conversion tracking, with a consistent focus on lead quality, cost per lead and return on ad spend. Applies generative AI to website development, content production and marketing workflow automation, and operates within UAE advertising and PDPL data protection requirements. CIM Level 6 qualified, currently completing the CIM Level 7 Postgraduate Diploma in Digital Marketing.

CORE SKILLS

- **Performance Marketing:** Google Ads, Meta Ads, Meta Business Suite, lead generation, retargeting, audience segmentation, A/B testing, budget management
- **SEO and AEO:** Keyword research, on-page SEO, technical SEO, content optimisation, answer engine optimisation
- **Web and CRO:** Landing page development, website content management, conversion rate optimisation (CRO), UX copywriting
- **CRM and Marketing Automation:** Bitrix24, Zoho CRM, Zapier, DoubleTick (WhatsApp), email marketing, nurture sequences, lead routing
- **Analytics and Reporting:** Google Analytics, UTM tracking, pixel and conversion tracking, KPI dashboards, ROI, ROAS, ROMI
- **Content and Social Media:** Content calendars, social media management, Canva, creative briefing, brand governance
- **AI-Enabled Marketing:** Deployment of generative AI tools (Claude AI) for website development, SEO and AEO content, ad copywriting, creative development, reporting and workflow automation
- **Compliance:** UAE PDPL consent management, UAE advertising standards, Microsoft 365

PROFESSIONAL EXPERIENCE

Senior Digital Marketing Specialist | Novel Insight Property (NIP), Dubai | Oct 2026 – Present

Lead multi-channel digital marketing across paid media, SEO, social media, email, CRM and website.

- **Paid Media:** Plan, launch and optimise Google Ads and Meta Ads campaigns against CPL and ROAS targets, directing bidding, audience strategy and budget pacing.
- **SEO and Website:** Lead keyword research and on-page and technical SEO, and manage website content, landing pages and campaign microsites.
- **Measurement and Analytics:** Implement UTM, pixel and conversion tracking across paid and organic channels, and deliver performance dashboards and budget reconciliation.
- **Email and CRM:** Develop segmented email campaigns and automated nurture programmes with PDPL-compliant consent and opt-out management.
- **Social Media and Content:** Direct the social media content calendar and brief the creative team on organic and paid social assets.

Digital Marketing Specialist | Fidu Properties Real Estate Brokerage, Dubai | Nov 2025 – Oct 2026

Led lead generation across paid, organic, WhatsApp and email channels.

- **Multi-Channel Campaigns:** Directed lead generation across Meta Ads, Google Ads, SEO, WhatsApp and email marketing, supporting both enquiry volume and brand awareness.
- **Campaign Optimisation:** Refined audience segmentation and landing page conversion to improve lead quality, monitoring CTR, CPC, CPL, ROI and ROAS.
- **CRM Administration:** Administered Bitrix24 CRM, configuring lead routing, marketing automation, sales funnels and campaign attribution.
- **Performance Reporting:** Delivered weekly performance dashboards that informed budget allocation decisions.
- **Content Development:** Produced SEO-optimised website content and landing pages, applying Claude AI to UX copywriting, design concepts and campaign creative.

Business Development Executive | Fidu Properties Real Estate Brokerage, Dubai | Feb 2024 – Nov 2025

Supported the sales function through structured lead management, client outreach and launch activity.

- **Lead Management:** Qualified and allocated inbound and outbound enquiries within Bitrix24 CRM, maintaining data integrity and reporting on pipeline conversion.
- **Sales Enablement:** Supported property launches, exhibitions and promotional campaigns, and managed client engagement across phone, email and WhatsApp.

ADDITIONAL EXPERIENCE

- **Service Delivery Intern, Crew Performance Management | The Emirates Group, Dubai | Jun 2023 – Aug 2023:** Executed weekly internal email communications for 100+ cabin crew and contributed to the planning of an internal podcast and social media initiatives.
- **Product Innovation Intern | Network International, Dubai | Jul 2022 – Aug 2022:** Conducted market research and competitor benchmarking to inform fintech product innovation.

EDUCATION AND CERTIFICATIONS

- **CIM (UK) Level 7 Postgraduate Diploma in Digital Marketing:** In progress, expected 2027
- **CIM (UK) Level 6 Diploma in Digital and Professional Marketing:** 2026
- **BA (Hons) Innovation and Entrepreneurship Management:** Middlesex University Dubai, 2022