

SAIF ALI

PERFORMANCE MARKETER | CONTENT CREATOR | SOCIAL MEDIA MANAGER / STRATEGIST

+971 501853396 • Contactsaifali99@gmail.com • Dubai, UAE (Freelance Visa)
[linkedin.com/in/saifali7799](https://www.linkedin.com/in/saifali7799) • www.saifaliwork.com

PROFESSIONAL SUMMARY

Creative and results-driven digital professional with 7+ years of end-to-end experience spanning **performance marketing, video content creation, social media management, graphic design, and videography** across real estate, media, sports, automotive, and hospitality industries in Dubai and Pakistan. Skilled in producing high-converting short-form videos and reels from concept to publish — including scripting, shooting with DSLR & mirrorless cameras, gimbal operation, editing in Adobe Premiere Pro, After Effects, and CapCut, and designing branded visuals in Photoshop, Illustrator, and Canva. On the marketing side, managed over **1,000,000+ AED in paid ad spend** on Meta and TikTok, generating **10,000+ qualified leads** with CPL as low as 14 AED. Managed full social media channels (Instagram, TikTok, Facebook) including content strategy, community engagement, analytics reporting, and CRM integration. Proven ability to wear multiple hats — from camera operator and editor to social media strategist and paid campaign manager — delivering measurable results for top UAE developers including Emaar, Damac, Sobha, and Binghatti.

CORE COMPETENCIES

Performance Marketing: Meta Ads Manager, TikTok Ads, Paid Social Campaigns, Lead Generation, CPL Optimization, A/B Testing, Campaign Scaling, International Targeting

Social Media Management: Instagram, Facebook, TikTok, Content Scheduling, Community Management, Analytics & Reporting, Growth Strategy

Video Production & Editing: Adobe Premiere Pro, CapCut, After Effects, Short-Form Video, Property Showcases, Scripting, DSLR & Mirrorless, Gimbal

Graphic Design: Photoshop, Illustrator, Canva, Motion Graphics, Brand Identity, Promotional Creatives

CRM & Lead Management: AmoCRM, Lead Tracking, Broker Distribution, Funnel Management, KPI Reporting

Tools & Technology: AI Content Tools, ChatGPT, Adobe Creative Suite, MS Office, Analytics Dashboards

WORK EXPERIENCE

Performance Marketing Specialist & Content Strategist

Aug 2025 – Apr 2026

[Metrika Real Estate](#) | Dubai, UAE

- ▶ Managed 170,000+ AED monthly ad spend across Meta and TikTok, with total cumulative budget exceeding 1,000,000+ AED, driving high-quality real estate lead generation.
- ▶ Generated 10,000+ qualified real estate leads through data-driven campaign optimization, achieving CPL as low as 14 AED — significantly below industry benchmark.
- ▶ Launched and scaled performance marketing campaigns for top UAE developers: Emaar, Damac, Sobha, Binghatti, Azizi, and Prescott.
- ▶ Executed international lead generation campaigns targeting UK, Ireland, Europe, GCC, USA, and South America — expanding client reach to global investors.
- ▶ Integrated campaigns with AmoCRM, streamlining lead tracking, qualification, and distribution to 100+ brokers and agents.
- ▶ Produced high-converting video ads end-to-end: scripting, shooting, editing, and designing creatives that directly improved campaign CTR and conversion rates.
- ▶ Managed all social media platforms (Instagram, Facebook, TikTok) with weekly performance reports to senior management.

Real Estate Content Creator & Social Media Manager

Apr 2025 – Aug 2025

Liamora Real Estate | Dubai, UAE

- ▶ Produced high-quality video content including property showcases, virtual tours, and reels that increased organic reach and brand visibility.
- ▶ Managed multi-platform social media accounts (Instagram, TikTok, Facebook), growing audience engagement through consistent, targeted content.
- ▶ Developed and executed digital content strategies specifically tailored to attract high-net-worth clients and property investors.
- ▶ Monitored analytics and optimized content performance based on platform insights and audience behaviour data.

Video Content Creator & Social Media Manager

Nov 2024 – Mar 2025

Dragon & Desire Sheesha Lounge | Dubai, UAE

- ▶ Created and edited high-performing short-form videos for Instagram and TikTok using Adobe Premiere Pro, CapCut, and AI tools.
- ▶ Designed branded graphics and promotional visuals using Photoshop, Illustrator, and Canva to strengthen brand identity.
- ▶ Managed full social media presence including content scheduling, audience engagement, and community management.

Freelance Digital Marketing Consultant

Oct 2023 – Nov 2024

Self-Employed | Dubai, UAE

- ▶ Provided freelance performance marketing, social media management, and video content creation services to clients in Dubai across real estate, hospitality, and retail sectors.
- ▶ Managed paid social campaigns on Meta and TikTok for multiple clients, optimizing budgets and improving lead quality.
- ▶ Built and managed client content pipelines including shooting, editing, and publishing short-form video content.

Videographer | Editor | Social Media Manager

Feb 2023 – Oct 2023

Desire Auto Services | Dubai, UAE

- ▶ Captured and edited high-resolution video content for social media marketing campaigns, improving brand visibility.
- ▶ Managed social media accounts, achieving 25% increase in engagement and measurable growth in customer inquiries.
- ▶ Designed branded graphics for campaigns and tracked KPIs to adapt strategies to platform algorithm changes.

Freelance Content Creator & Digital Marketing Consultant

Mar 2022 – Feb 2023

Self-Employed | Pakistan → Dubai, UAE

- ▶ Relocated to Dubai and established freelance digital marketing services during transition period.
- ▶ Worked on independent video production, social media management, and performance marketing projects for local businesses.

Digital Media Specialist | Performance Marketing

Aug 2019 – Mar 2022

Speedster Sports | Islamabad, Pakistan

- ▶ Produced and edited high-performing video content using DSLR cameras, Gimbal, and professional editing tools, increasing digital engagement by 30%.
- ▶ Created motion graphics and visual designs to enhance social media posts and promotional campaigns.
- ▶ Directed team workflows and refined content strategies to improve efficiency and conversion rates.

Videographer | Video Editor | Graphic Designer

Mar 2017 – May 2019

Aaj News Channel | Islamabad, Pakistan

- ▶ Edited 120+ news videos monthly under strict broadcast deadlines with zero errors.
- ▶ Designed motion graphics for breaking news segments, improving viewer clarity and audience retention.
- ▶ Collaborated with production teams to streamline workflows and ensure timely delivery of all content.

EDUCATION

Bachelor of Science in Computer Studies

University of the Punjab, Lahore, Pakistan (Part-Time / Distance Learning)

2020 – 2022

Intermediate in Computer Science

GPGC College No.1, Abbottabad, Pakistan

2017 – 2019

CERTIFICATIONS

Adobe Creative Suite (Premiere Pro, After Effects, Photoshop, Illustrator, Audition) • Diploma in Social Media Management & Marketing • MS Office Certification • EFL (English as a Foreign Language)

LANGUAGES

English (Professional Fluency) • **Urdu** (Native) • **Hindi** (Fluent)

HOBBIES & INTERESTS

Traveling • Vlogging • Content Creation • Artificial Intelligence & Emerging Technologies • Sports