

SHIHABUDHEEN T M

DIGITAL MARKETING MANAGER · SOCIAL MEDIA MANAGER · PERFORMANCE MARKETING

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EXECUTIVE PROFILE

Growth Marketing Leader with 6+ years scaling brands across the UAE and India. Bridges high-level strategy and flawless execution across integrated Paid Media, Organic Growth and End-to-End Content Production. Leads cross-functional teams of 9 and leverages AI-integrated marketing systems to optimise workflows and drive performance.

100%	5X-6X	AED 260K	-35%	11→150+
REVENUE GROWTH	ROAS	MONTHLY SPEND	COST PER LEAD	DISTRIBUTORS

CORE EXPERTISE

Strategy & Growth

- Revenue Scaling
- Demand Generation
- Funnel Architecture
- Conversion Rate Optimisation

Advertising & Paid Media

- Google Ads
- Meta Ads Manager
- YouTube Ads
- Lead Acquisition

Creative & Content

- Creative Direction
- Video Production
- Scriptwriting
- AI-Integrated Systems

PROFESSIONAL EXPERIENCE

Digital Marketing Senior Manager · Azvasa (TATA ClassEdge) 2025
Managed AED 220K–260K monthly Meta & Google spend; scaled distributor network 11 → 150+ across India and the UAE; cut CPL 35% and lifted conversion rate 28%.

Digital Marketing Manager · Honeyworks Interior Solutions 2023 – 2024
Delivered 100% revenue growth via hybrid paid + organic model; built video-first organic funnel driving 50% more inbound leads and 70% follower growth.

Digital Marketing Manager · Bin Alwan LLC, Abu Dhabi 2021 – 2023
Engineered performance campaigns returning a consistent 5X–6X ROAS; led viral TikTok, Reels and Snapchat campaigns capturing younger UAE demographics.

Digital Marketing Strategist · Ope-Q Solutions 2019 – 2021
Architected multi-platform social strategy, improving engagement and organic growth across the brand portfolio.

GROWTH WORKFLOW

Strategy → Funnel → Creative → Production → Paid Media → CRO → Scaling

TECH STACK & EDUCATION

Google Ads · Meta Ads Manager · YouTube Ads · GA4 · Google Tag Manager · Meta Business Suite
Adobe Premiere Pro · Lightroom · Photoshop · Capcut · Canva · AI-Integrated Marketing Systems

B.E. Computer Science & Engineering, Karpagam Academy of Higher Education (2016 – 2020)

Social Media AI Integration — LearnTube.ai · Google Digital Marketing Certification · NPTEL Certification