

# ATIA ZANIB

## DIGITAL MARKETING MANAGER

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### PROFILE SUMMARY

Accomplished Digital Marketing Manager with over 6 years of experience in strategic marketing for real estate. Proven success in driving brand visibility, boosting lead generation by 30%, and achieving a 20% increase in customer engagement through SEO, SEM, and targeted social media campaigns. Expert in digital channels, content marketing, and CRM systems to maximize ROI and business growth.

MY Website: <https://cargoservicesdubai.com/>

<https://nextlinksnow.com/freelance-digital-marketing-web-design-expert/>

### PROFESSIONAL SKILLS

Content Creation and Management

CRM & Listings Management

Real Estate Lead Generation

SEO, SEM

Website Design & Development

Campaign Performance Tracking

Social Media Management

Strategic Marketing Planning

### PROFESSIONAL EXPERIENCE

#### Digital Marketing Manager, Olive Property Group LLC, Dubai

Jan 2024 - Present

- Led the digital marketing strategy, driving a 30% increase in website traffic and a 25% growth in lead generation through targeted campaigns.
- Oversaw the management of social media channels, achieving a 20% improvement in engagement rates and significant follower growth.
- Conducted market analysis and competitor benchmarking, resulting in a 15% reduction in marketing costs and a more efficient allocation of resources.
- Collaborated closely with the sales and property management teams to align marketing efforts with business goals, contributing to a 10% increase in overall revenue.

#### Marketing Manager, AVA Real Estate LLC, Dubai

July 2023- Dec 2023

- Managed social media accounts, resulting in a 40% increase in follower engagement and a 25% growth in lead generation.
- Monitored industry trends and competitor activities to identify opportunities for innovation and improvement.
- Designed and developed marketing materials and planning strategies.
- Managed marketing budgets and prepared weekly reports.

#### Property Manager & Marketing Lead Deluxxis Real Estate, Dubai

Jan 2022 - Jun 2023

- Promoted sales of properties through advertisements, and managed the property portal (Property Finder, Bayut, Dubizzle, Brokerpad CRM, Prop space CRM, etc.).
- Created systematic and consistent lead generation from cold calling, referrals, lead generationservices, Property Finder list and other forms of media.
- Recruiting, training, and supervising new staff and delegating work as required.
- Receiving call leads from different portals and assigning them to agents.
- Created and implemented new processes for lead generation and management that resulted in an average monthly growth rate of over 30% year.
- Managed all administrative tasks, including work orders, service requests, rent and expense payments, property maintenance, and vendor compliance requirements

**Marketing Executive, Asteco AMS Real Estate Brokers, Dubai****Oct 2020 - Dec 2021**

- Developed dynamic and interactive website that ensured high traffic, page views, and User Experience, resulting in 40% increase in sales revenue.
- Generate new leads using cold calling, email marketing, social media, and other relevant marketing channels, which generated organic leads for the company on a daily basis.
- Developed and implemented marketing plans for new real estate developments that included print, online, and social media advertising.
- Managed website content and assisted with search engine optimization to ensure that the company's real estate listings were visible to potential buyers.

**Marketing Executive, SCF Corporate Service Provider, Dubai****April 2019 - Aug 2020**

- Managed social media marketing & SMS Marketing (Facebook, Instagram, LinkedIn, etc).
- Designed, developed, and maintained the company's website. Designed and developed user-friendly website, including optimized check-out page that increased user clicks, and subsequently customer purchases by 20%.

**Web Developer/Marketer, Syntax Software House, Pakistan****April 2018 - Jan 2019**

Completed a total of 30 plus web design projects for 28 clients, Bootstrap, PHP and database Knowledge.

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**EDUCATION****MCS (Master in Computer Science)****2016 -2018**

Islamia University of Bahawalpur

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**SOFTWARE**

- **Dubai Rest App**
- **Bitrix24**
- **My CRM Lite**
- **Propspace**
- **PF Exper**
- **Convolo**
- **Zapier**

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**LANGUAGES**

- English
- Urdu