

AHMAD ALNAFOURI

Digital Marketing Executive

Dubai, United Arab Emirates | 0524240664 | ahmadnafori@gmail.com | linkedin.com/in/ahmadnafori

PROFESSIONAL SUMMARY

Results-driven digital marketing professional with hands-on experience in SEO, Google Ads, Meta Ads, campaign execution, website updates, reporting, customer review automation, and branch-focused promotions within the automotive sector. Built a strong digital foundation through remote project work from 2020 to 2023, then progressed within Superfix Group in the UAE through increasingly specialized digital marketing roles. Seeking a Digital Marketing Executive role where I can contribute to lead generation, campaign performance, digital visibility, and customer acquisition growth.

CORE COMPETENCIES

Digital Marketing	SEO & Local SEO	Google Ads	Meta Ads
Campaign Execution	Lead Generation	Landing Pages	Marketing Automation

PROFESSIONAL EXPERIENCE

Senior Digital Marketing Executive | Superfix Group

Jul 2025 - Present | Dubai, UAE

- Lead day-to-day execution and optimization of digital marketing activities across SEO, Google Ads, Meta Ads, website content, and branch-focused campaigns.
- Support customer acquisition and campaign performance through structured reporting, landing page improvements, promotional planning, and digital visibility initiatives.
- Contribute to improving lead quality, campaign effectiveness, and online growth across multiple branches in the automotive service sector.

Digital Marketing Executive | Superfix Group

Oct 2023 - Jun 2025 | Dubai, UAE

- Executed digital marketing activities across SEO, social media, Google Ads, Meta Ads, website updates, and branch-level promotional campaigns.
- Supported lead generation, campaign coordination, reporting, and digital visibility improvements for automotive services across multiple branches.
- Worked on content execution, offer campaigns, landing page support, and performance-focused marketing operations.

Digital Marketing Coordinator | Remote Projects / Self-Employed

Jan 2020 - Sep 2023 | Syria | Remote

- Supported remote digital marketing activities including content coordination, social media support, campaign follow-up, basic SEO tasks, and online communication.
- Assisted with website content updates, digital asset organization, reporting, and workflow coordination across remote projects.
- Built a strong foundation in digital execution, content structure, and online marketing support before transitioning into the UAE market.

SELECTED DIGITAL MARKETING PROJECTS

- **WhatsApp Customer Follow-Up Automation System:** Designed and implemented an automated WhatsApp follow-up workflow using webhook triggers, JavaScript logic, branching conditions, and Google Sheets integration to streamline customer communication and update records in a structured way.
- **Customer Feedback & Review Request Workflow:** Built an automation process to support customer review collection and post-service feedback follow-up, helping standardize communication, reduce manual effort, and strengthen customer satisfaction tracking.
- **Paid Media Campaign Monitoring & Performance Support:** Supported campaign reporting and paid media performance monitoring by tracking spend, impressions, clicks, CTR, and engagement trends to improve visibility into campaign effectiveness and optimization opportunities.

EDUCATION

University of Kalamoon | Bachelor of Engineering in Information Technology | 2016 - 2022

Damascus University | Bachelor of Fine Arts in Communication and Media Studies | 2017 - 2021

TOOLS & PLATFORMS

Google Ads, Meta Ads Manager, Google Analytics, Google Tag Manager, WordPress, Google Sheets, n8n, Zapier, CRM tools, Canva, Snapchat Ads