

Arsath Ahamed

Head of Digital Marketing



Summary

Experienced digital marketing leader with over a decade of expertise in project management, digital marketing, and comprehensive digital strategies. Proficient in website development, SEO, PPC, AI-driven tools, market research, data analysis, content creation, and e-commerce. Demonstrated success in executing strategic campaigns that drive significant revenue growth, with a focus on key markets including **Saudi Arabia, UAE, UK, USA, and Sri Lanka**.

Work Experience

Head of Digital Marketing

Tender Business Solutions | Middle East & UK, Leading Digital Marketing Agency, all around the UK, and Middle East.
March 2022 to Present

- **Led AI-powered digital marketing campaigns**, generating up to 70% profit growth for multiple investment and real estate clients.
- **Drove 200% increase in lead generation**, optimizing marketing strategies that produced up to 10x better prospecting results than previous efforts.
- **Coached sales teams** on data-driven sales strategies, elevating their performance through tailored training and insights.
- **Designed and implemented an integrated CRM & ERP system**, streamlining data management and client engagement for more efficient operations.
- **Delivered strategic growth initiatives**, maximizing ROI while scaling clients' digital presence across competitive markets.

Senior Digital Marketing Manager

Secrets of Tea (FMCG) | UAE & USA, Organic and trusted products for your fertility, Pregnancy, Baby Colic & Postpartum
May 2020 to March 2022

- **Team Leadership:** Led a high-performing digital marketing team, overseeing campaign execution and performance optimization across global markets.
- **E-Commerce Strategy:** Developed and managed Shopify and WooCommerce platforms, improving user experience and conversion rates.
- **SEO & Content Growth:** Increased organic traffic by 89% through data-driven SEO and content marketing strategies.
- **Performance Marketing:** Executed multi-channel paid campaigns, including social media, PPC, influencer collaborations, brand awareness, and sales.
- **Digital Transformation:** Implemented data-driven marketing solutions to enhance customer engagement and streamline online sales processes.

Contact Info

Portfolio:

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Skills & Expertise

- Automation Email Marketing
- Social Media Management
- HubSpot/Zoho (CRM)
- Data Strategist
- E-Commerce
(Shopify/WooCommerce)
- Website Development
- SEO / SEM
- Sales/Deals Funnel
- AI Lead Generation
- Target Audiences / Retargeting
- Google Analytics
- Multimedia Creation
- AI Marketing Tools
- Shopping Campaigns
- Amazon Seller Hub
- Web Application
- Data Analysis
- Strategic Planning
- Content Management
- AI Content Scheduling

Work Experience

Digital Marketing Specialist

Delmege | LK, Gulf & Maldives, Delmege group is one of the oldest conglomerates in the country
March 2019 to May 2020

- **Conceptualized and implemented** innovative growth strategies, boosting digital presence and engagement across key markets (Sri Lanka, Gulf, and Maldives).
- **Led the development and execution** of multichannel digital marketing campaigns including SEO/SEM, email marketing, social media, and display advertising, targeting specific demographics and customer segments.
- **Optimized web presence** for client websites, increasing organic traffic by 60% within the first six months.
- **Managed and refined database marketing strategies**, segmenting customer data for targeted and personalized campaigns, enhancing conversion rates.
- **Conducted in-depth performance analysis** of all digital marketing campaigns, assessing ROI, KPIs, and customer engagement to ensure continuous improvement.
- **Collaborated cross-functionally** with sales, design, and content teams, ensuring cohesive marketing strategies and aligned business objectives.

Web Developer & Social Media Specialist

UN Consortium | UAE, Russia, UK & LK, is a well-established group that has evolved into a diversified portfolio of businesses.
February 2017 to September 2019

- **Developed and implemented** digital marketing strategies, driving global market engagement and enhancing web presence across multiple regions.
- **Website development** using modern technologies (HTML5, CSS3, JavaScript, PHP), optimizing for speed and mobile responsiveness.
- **Managed and executed** SEO/SEM initiatives, improving organic search traffic by 40% and increasing site conversions.
- **Created and maintained** engaging social media content and campaigns, boosting audience interaction by 25%.
- **Integrated e-commerce** solutions (WooCommerce) and streamlined CMS workflows, enhancing user experience and driving online sales.

Digital Marketing Specialist & Web Developer

Lakpura | LK & Canada, a fast-growing IT Consulting company, across a wide range of industry sectors
May 2016 to February 2017

- **Implemented and managed** end-to-end digital marketing campaigns, enhancing brand visibility across diverse online platforms.
- **Utilized A/B testing** to fine-tune digital ad performance and content targeting, driving measurable improvements in ROI.
- **Collaborated on integrating** new technologies to elevate digital presence, contributing to seamless cross-platform experiences.
- **Developing responsive websites** and ensured SEO best practices to boost organic rankings.

Industries Worked With

- Investment
- Real Estate
- Will Services & Legal Services
- Aviation
- Consumer Products
- Healthcare
- Education
- Construction
- E-commerce & Retail
- Technology
- Hospitality
- Financial Services
- Insurance
- Telecommunications
- Media & Entertainment
- Manufacturing
- Travel & Tourism
- FMCG (Fast-Moving Consumer Goods)
- Automotive
- Professional Services

Languages

- English - Fluent
- Tamil - Native
- Sinhala - Good

Hobbies

- Reading
- Football
- Watching Movies

Work Experience



Digital Marketing Executive

Kingston Homes | SL & UK, experts in local and international property
Septem2013 to February 2017

- **Spearheaded the development** and execution of digital marketing strategies, expanding brand visibility in both local and international property markets.
- **Managed digital assets**, optimizing website content and social media pages to align with brand messaging and drive engagement.
- **Utilized SEO and SMO** techniques to improve organic reach and search rankings, contributing to overall lead generation.
- **Implemented audience segmentation** and remarketing campaigns, targeting key demographics to maximize conversions.
- **Analyzed user data** and conversion rates, providing actionable insights that shaped more effective marketing strategies.

Education History



Bachelor of Technology in Multimedia & Web Technology

Institution: University of Vocational Technology
2024



Google Display Ads Certification

Institution: Google
April 2022



National Diploma in ICT

Institution: National Vocational Training Institute
Year of Graduation: 2019



Diploma in English

Institution: Pearson UK
Year of Graduation: 2015



Diploma in Network Engineering

Institution: Pearson UK
Year of Graduation: 2015



Diploma in Web Engineering

Institution: Pearson UK
Year of Graduation: 2015