

Chirag Variya

Senior Marketing Manager - Full-Funnel Growth, Performance, SEO/GEO/AEO & AI Marketing Automation

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LinkedIn Top Voice - Digital Marketing UAE | Open to Remote-First Roles Globally (UTC+4 / APAC)

PROFESSIONAL SUMMARY

Senior Marketing Manager with 6+ years leading full-funnel marketing strategy, demand generation, and campaign management - spanning paid media, SEO/GEO/AEO, lifecycle/CRM, and AI-built marketing automation - across banking, government free zones, real estate, iGaming, AI/metaverse, SaaS, and luxury fashion, for B2B and B2C audiences across UAE, GCC, UK, US, and CIS/LATAM markets. Currently the primary marketing point of contact for Payoneer across EMEA, LATAM, USA, and APAC, and for enterprise clients including Al Masraf Bank, National Bank of Fujairah, DAFZ, and DIEZ. Recognised as LinkedIn Top Voice for Digital Marketing in UAE. Beyond channel execution, I design and build the AI systems that run alongside my own work: autonomous agents that generate websites, deploy on-page SEO/AEO fixes and tracking (GTM, Meta Pixel, CAPI) directly to live sites, and plan and send custom-coded HTML email campaigns - a second, always-on layer of execution on top of hands-on, data-driven strategy. Track record: \$90K/month paid media budget ownership, 829+ qualified leads at AED 17 CPL, SEO/GEO visibility gains across two government free zones, and a 90% reduction in lead response time via self-built automation. Comfortable owning a channel, a client relationship, or the automation stack behind both - async-first, autonomous, and used to running multi-language, multi-market programs (EN/AR/RU/ES/PT) without close supervision.

KEY HIGHLIGHTS

LinkedIn Top Voice - Digital Marketing, UAE

Primary marketing point of contact for Payoneer across EMEA, LATAM, USA & APAC - WhatsApp campaigns, email outreach, in-person account management

\$90K/month paid media budget managed across Google Ads and Meta Ads

829+ qualified leads generated at AED 17 CPL; 684 conversions at AED 14.15 CPA (AI Masraf, bilingual PMAX)

DAFZ: SEO visibility 31.61% to 37.67%; GEO cited pages 20 to 48; unique AI searches 96 to 194 - in 8 weeks

Built and deployed personal AI agents that generate websites, install SEO/tracking, and run automated HTML email campaigns end-to-end

90% lead response time reduction via autonomous n8n + AI agent workflows

Cross-industry experience: Banking & Fintech, Government Free Zones, Real Estate, iGaming, AI/Metaverse, SaaS/EdTech, Luxury Fashion & eCommerce

EXPERIENCE

Senior Marketing Manager

Apr 2026 - Present

CX Unicorn DMCC - Dubai

- Primary marketing point of contact and account lead for Payoneer, owning marketing across EMEA, LATAM, USA, and APAC markets: multilingual WhatsApp campaigns (Russian, Ukrainian, Spanish, Portuguese), email outreach sequences, and recurring in-person meetings and performance reviews at their office
- Directing enterprise marketing for AI Masraf Bank, National Bank of Fujairah (NBF), DAFZ (Dubai Airport Free Zone), and DIEZ (Dubai Integrated Economic Zones)
- Directed bilingual (EN+AR) Google PMAX campaigns for AI Masraf Islamic Banking: 684 conversions at AED 14.15 avg CPA across 460.9K impressions (+144% conversion growth English audience, +58% Arabic)
- Elevated DAFZ SEO visibility from 31.61% to 37.67% (+11.5%) within 8 weeks, growing keyword footprint to 36 in Top 3, 66 in Top 10, and 83 in Top 100; executed GEO strategy growing cited pages from 20 to 48 and unique AI user searches from 96 to 194 - one of the first verified GEO results in the UAE market
- Leading end-to-end SEO, GEO, and AEO strategy for DIEZ, mirroring the DAFZ program: technical SEO, content architecture, and optimisation for AI-powered search including Google SGE, ChatGPT, and Perplexity
- Running multi-platform paid search and paid social campaign reporting, bid strategy optimisation, and stakeholder management across Google Ads, Meta Ads, TikTok Ads, and LinkedIn Ads simultaneously
- Delivered NBF MIITE 2026 campaign (Abu Dhabi event): multi-asset creative strategy generating 22.3K-76.4K views per creative variant across 5 story and feed placements
- Extending account management with self-built AI agents that auto-generate landing pages, install GTM/Meta Pixel/CAPI tracking, and launch custom-HTML lifecycle email campaigns across client and personal properties

Freelance Performance Marketing Manager

Jun 2024 - Present

Independent (UAE Clients) - Dubai, UAE (Remote)

- Managed Meta Ads accounts for 3 active UAE clients (aesthetics, mental health, healthcare verticals) with combined monthly budgets of AED 4,200+
- RDEFINE Aesthetic Clinic: Delivered 1,947% ROAS (AED 16,794 revenue from AED 863 spend, 6 paying clients @ AED 2,799), AED 143 CAC vs. AED 300-600 industry benchmark, AED 3.76 CPM (5-10x below UAE aesthetics avg AED 20-40), WhatsApp lead costs AED 3.82-22.14 (78-96% below AED 80-150 industry avg)
- Ardens Medical Center (Mental Health & Addiction): Achieved 8.17% CTR (9x Meta benchmark 0.9%), AED 0.12 CPC, AED 14.20 CPL vs. AED 100-200+ industry avg (77 leads, AED 1,093 spend), AED 6.86 CPM (70% below UAE avg), 155K+ reach on awareness campaigns
- Full-funnel ownership: creative strategy, audience architecture, campaign setup, budget pacing, performance reporting, and client communication across Meta Ads Manager and WhatsApp Business
- Built and maintained creative testing frameworks that consistently beat vertical benchmarks across aesthetics and healthcare - two of the highest-CPL, most compliance-sensitive verticals in UAE digital advertising

Growth Marketing Manager - Performance & Strategy

AQUA Developments - Dubai

Apr 2025 - Mar 2026

- Owned end-to-end performance marketing strategy directing \$90K/month across Google Ads and Meta Ads, targeting high-net-worth B2C investor audiences across GCC, UK, and US markets
- Built and scaled full-funnel acquisition engine (Ads to Landing Pages to CRM to WhatsApp to Sales) generating 829+ qualified investor leads at AED 17 CPL, fuelling a multi-million-dollar sales pipeline
- Drove 18% CPL reduction and 22% conversion lift through systematic A/B testing, audience refinement, creative iteration, and funnel optimisation
- Implemented multi-touch attribution modelling and conversion tracking across Google, Meta, and CRM touchpoints to inform budget reallocation
- Spearheaded international roadshow campaigns including the Harrods London investor showcase, building direct investor pipeline across UK and Europe
- Directed SEO, content strategy, messaging architecture, and executive personal branding for VP and C-suite; managed agency and creative vendor relationships end-to-end
- Led cross-functional alignment across Sales, CRM, Creative, Design, and Product teams to drive revenue-focused GTM execution

Digital Marketing Manager

Mar 2024 - Apr 2025

Dubai Verse Cup - Dubai

- Owned multi-channel paid acquisition strategy across Google Ads and Meta Ads with full accountability for budget allocation, creative direction, and performance outcomes
- Ran paid acquisition and retention campaigns for iGaming vertical clients under the Dubai Verse Cup Group, adapting compliance-aware creative and geo-targeted media strategy to regulated gaming audiences
- Drove 10% CPC reduction and 15% engagement lift through structured creative A/B testing, audience segmentation, and bid strategy optimisation
- Built GA4 and GTM dashboards enabling real-time performance decision-making and improved budget allocation efficiency across channels
- Coordinated across creative, sales, and operations teams to align campaign messaging with business objectives and event timelines

Marketing Lead, AI & Metaverse Products

Mar 2024 - Apr 2025

AI Vista (Dubai Verse Cup Group) - Dubai

- Led go-to-market marketing for AI Vista's AI and metaverse product line, a sister company to Dubai Verse Cup: positioning, paid social, and community growth for emerging AI/Web3 audiences
- Applied the same performance-marketing and funnel discipline used across banking and real estate accounts to an early-stage AI/metaverse product, adapting messaging and channel mix for a technical, community-driven audience

Digital Marketing Lead - App Growth

Jan 2022 - Feb 2024

Lamsa - UAE

- Led app growth strategy across multiple acquisition platforms, scaling installs by 18% through optimised CPI and CPS campaigns with full ownership of performance KPIs and budget
- Managed in-app engagement channels - push notifications and in-app banners - alongside CRM-driven lifecycle campaigns, tracking activation, retention, and monetisation KPIs across the SaaS/EdTech product
- Architected retargeting and re-engagement workflows improving user conversion rates and customer lifetime value across iOS and Android
- Leveraged Firebase, GA4, and AppsFlyer for attribution modelling, enabling data-backed budget reallocation and channel mix optimisation
- Partnered with product and analytics teams to align acquisition strategy with retention and monetisation roadmap; presented performance insights to senior leadership monthly

Digital Marketing Executive

Jan 2020 - Jan 2022

Yogi Group - Dubai

- Led influencer marketing strategy for YoFixes, scaling monthly revenue from AED 10,000 to over AED 300,000 (30x growth) through creator partnerships and content strategy
- Managed a multi-industry agency client portfolio spanning real estate (Yogi Real Estate), construction (Emirates Contracting Company), and luxury fashion (Vesimi)
- Owned website development and WordPress build/management for Yogi Real Estate, alongside paid social, content, and eCommerce campaign strategy for Vesimi's premium fashion audience
- Drove 25% increase in organic traffic through SEO strategy and content-led growth initiatives
- Lifted engagement by 30% through remarketing campaigns, landing page optimisation, and funnel redesign
- Built and ran outbound campaigns through Odoo and other internal CRMs across the agency's client portfolio
- Managed vendor and agency relationships; coordinated across marketing, sales, and operations to support pipeline growth

AI & AUTOMATION PROJECTS

Autonomous Full-Stack Marketing Agent (Personal System)

Built a personal AI agent network that runs as a parallel execution layer on top of my own marketing work: generates and deploys websites and landing pages, audits and applies on-page SEO/AEO/GEO fixes directly to live sites, auto-installs Google Tag Manager containers and conversion tracking (Meta Pixel/CAPI), and plans and sends custom-coded HTML email campaigns end-to-end. Runs continuously (100+ automated checks/day) with no manual intervention.

Stack: n8n, Claude AI, Gemini AI, OpenClaw, Google Tag Manager, Meta Pixel/CAPI, Custom HTML/SMTP

Impact: Website build, SEO deployment, tracking setup, and email campaigns automated end-to-end - a second, always-on version of my own execution capacity

Autonomous Real Estate Lead Qualification System

Designed and deployed a 92-node autonomous lead qualification system integrating n8n, Gemini AI, WhatsApp Business API, and Google Sheets CRM. Reduces lead response time from approximately 4 hours to under 5 minutes. Supports 6 languages (English, Arabic, Russian, Hindi/Urdu, Mandarin, French), auto-qualifies leads by budget and intent, routes hot leads to agents via Telegram, and logs all data to CRM without human intervention. Deployed for a Dubai real estate client serving 24/7 with zero manual intervention.

Stack: n8n, Gemini AI, WhatsApp Business API, Evolution API, Google Sheets, Telegram Bot API

Impact: 90% reduction in lead response time, 6-language support, 24/7 autonomous operation

Agentic Ad Performance Optimizer

Built an AI-powered campaign analysis and optimisation system that ingests performance data from Google Ads and Meta Ads, analyses trends, identifies underperforming ad sets, audiences, and creatives, and generates prioritised optimisation recommendations.

Stack: n8n, Claude AI, OpenClaw, Google Ads, Meta Ads

Impact: Automated campaign analysis, actionable optimisation output, hours of manual reporting eliminated

Autonomous Lead Discovery and Outreach Pipeline

Designed and deployed a multi-stage autonomous lead generation pipeline that searches for prospects, scrapes and enriches contact data, scores leads by fit, and triggers personalised AI-written outreach sequences via email and LinkedIn - fully logged to CRM without manual intervention.

Stack: n8n, Apollo, AI Email Generation, Gmail, Notion, LinkedIn Automation

Impact: Fully autonomous prospect-to-outreach pipeline, multi-channel follow-up sequences, zero manual data entry

TECHNICAL SKILLS

Advertising Platforms

- Google Ads (Search, Performance Max, Display, YouTube, Shopping, SEM)
- Meta Ads (Facebook, Instagram)
- LinkedIn Ads, TikTok Ads, Snapchat Ads, Programmatic

Analytics & Tracking

- GA4, Google Tag Manager, Firebase, AppsFlyer
- Looker Studio, Meta Pixel, Conversion API (CAPI)

SEO, GEO & Content

- Ahrefs, SEMrush, Technical SEO, Content Architecture
- Keyword Research, eCommerce SEO, GEO, AEO, WordPress
- Bilingual SEO (EN+AR)

Automation & AI

- n8n, OpenClaw, Gemini AI, Claude AI (Anthropic)
- Meta Ads MCP, WhatsApp Business API, Evolution API
- Telegram Bot API, AI Agent Orchestration

CRM & Marketing Ops

- HubSpot, Salesforce, Odoo, Mailchimp
- WhatsApp Business API, Google Sheets CRM, Apollo

In-App & Lifecycle

- Push Notifications, In-App Banners
- Custom HTML Email, Lifecycle Campaign Management

CERTIFICATIONS

Google Ads Certified (Search, Display, Video)

Meta Certified Digital Marketing Associate

HubSpot Inbound Marketing Certified

Google Analytics 4 Certified

Google AI Fundamentals

Google Tag Manager Certified

RECOGNITION

LinkedIn Top Voice - Digital Marketing, UAE (2024-2025)

LANGUAGES

English (Fluent), Arabic (Conversational), Russian (Conversational), Spanish (Basic), Portuguese (Basic)