

CHIRAG VARIYA

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

LinkedIn Top Voice - Digital Marketing UAE | Verified Case Studies: chiragvariya.com

Dubai, UAE | Remote-First - Any Timezone (incl. APAC/UTC+7) | Available via Deel / Remote.com

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PROFESSIONAL SUMMARY

Senior Marketing Manager with 6+ years leading full-funnel marketing strategy, demand generation, and campaign management - spanning paid media, SEO/GEO/AEO, app growth/ASO, 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 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, 188% paid-subscriber growth in 6 months, 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, and in-person account management
- \$90K/month paid media budget managed across Google Ads and Meta Ads
- 829+ qualified leads at AED 17 CPL; 684 conversions at AED 14.15 CPA (Al Masraf, bilingual PMAX)
- DAFZ: SEO visibility 31.61% → 37.67%; GEO cited pages 20 → 48; unique AI searches 96 → 194 - in 8 weeks
- 188% paid-subscriber growth in 6 months (17,334 → 50,036) via closed-loop app acquisition funnel + hands-on ASO
- 5.96M clicks, 1.28M conversions at AED 0.28 CPA on full-funnel Google Ads campaign
- 90% lead response time reduction via autonomous n8n + AI agent workflows
- 1,947% ROAS (19.5x) on a freelance aesthetics-clinic campaign; 8.17% CTR on a mental health campaign, 9x the Meta benchmark

MAJOR SKILLS

Marketing: Full-Funnel Strategy, Go-To-Market (GTM), Growth Marketing, Demand Generation, Campaign Management, Influencer Marketing, C-Suite & Client Stakeholder Management

Artificial Intelligence: n8n (Workflow Automation Specialist) | Claude AI | Gemini AI | OpenClaw | Higgsfield AI | Local LLM Deployment (Ollama/LM Studio) | AI Agent Orchestration | Prompt Engineering

Search: SEO (Organic) | SEM/PPC (Paid) | GEO (Generative Engine Optimization) | AEO (Answer Engine Optimization) | ASO (App Store Optimization)

Social: Social Media Ads (Meta, LinkedIn, TikTok, Snapchat) | WhatsApp Business Campaigns | Influencer/KOL Management

CRM: HubSpot | Salesforce | Odoo | Google Sheets CRM | Mailchimp

Data & Analytics: GA4 | Looker Studio | Ahrefs | SEMrush | AppsFlyer | Firebase | Meta Pixel/CAPI

Web Development: Frontend (WordPress, Elementor) | Backend/App (Lovable, Supabase) | Vercel

Tools & Frameworks: Google Ads | Meta Ads Manager | Google Tag Manager | Google Search Console | Google Analytics 4 | Telegram Bot API

Also: CRO & Landing Page Optimisation | Audience Segmentation | Programmatic Advertising | Distributed Team Leadership | Cross-Timezone Coordination (EMEA/APAC/Americas) | Async-First Communication

Languages (campaign management): English, Arabic, Russian, Spanish, Portuguese

PROFESSIONAL EXPERIENCE

Senior Marketing Manager

April 2026 - Present

CX Unicorn DMCC, Dubai

- Primary marketing point of contact and account lead for Payoneer, owning marketing across EMEA, LATAM, USA, and APAC: multilingual WhatsApp campaigns (Russian, Ukrainian, Spanish, Portuguese), email outreach, and recurring in-person performance reviews
- Directing enterprise marketing for Al Masraf Bank, National Bank of Fujairah (NBF), DAFZ, and DIEZ
- Directed bilingual (EN+AR) Google PMAX campaigns for Al Masraf Islamic Banking: 684 conversions at AED 14.15 avg CPA across 460.9K impressions (+144% English audience conversion growth, +58% Arabic)

- Elevated DAFZ SEO visibility from 31.61% to 37.67% (+11.5%) in 8 weeks, growing keyword footprint to 36 Top 3 / 66 Top 10 / 83 Top 100; executed GEO strategy growing cited pages 20→48 and unique AI searches 96→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 across Google SGE, ChatGPT, and Perplexity
- Running multi-platform paid search/social reporting and bid strategy across Google Ads, Meta Ads, TikTok Ads, and LinkedIn Ads simultaneously
- Delivered NBF MIITE 2026 campaign (Abu Dhabi): multi-asset creative strategy generating 22.3K-76.4K views per variant across 5 placements
- Extending account management with self-built AI agents that auto-generate landing pages, install tracking, and launch custom-HTML lifecycle emails

Freelance Performance Marketing Consultant

January 2026 - Present (concurrent)

Independent - Aesthetics, Healthcare & Dental Clients, UAE

- Run Meta and Google Ads accounts for 4 independent UAE clients across aesthetics, mental health, dental, and clinic verticals, managing budgets from AED 100 to AED 2,500 per campaign
- Achieved 1,947% ROAS (19.5x) for a Dubai aesthetics clinic on a premium treatment campaign, generating AED 16,794 in confirmed revenue from AED 863 in ad spend
- Drove 8.17% CTR (9x the Meta benchmark) and AED 0.12 CPC on a mental health lead-generation campaign, one of the highest-CPL verticals in paid social
- Delivered leads at AED 14.20 CPL for a mental health clinic, 85-93% below the AED 100-200+ industry benchmark
- Built and launched a new clinic's Meta Ads presence from scratch, achieving 2.97% CTR and 18 WhatsApp conversations from the opening campaign alone

Growth Marketing Manager - Performance & Strategy

April 2025 - March 2026

AQUA Developments, Dubai

- Owned end-to-end performance marketing directing \$90K/month across Google Ads and Meta Ads, targeting high-net-worth B2C investor audiences across GCC, UK, and US
- Built full-funnel acquisition engine (Ads → Landing Pages → CRM → WhatsApp → Sales) generating 829+ qualified investor leads at AED 17 CPL
- Drove 18% CPL reduction and 22% conversion lift through systematic A/B testing and funnel optimisation
- Implemented multi-touch attribution across Google, Meta, and CRM touchpoints to inform budget reallocation
- Spearheaded international roadshow campaigns including the Harrods London investor showcase
- Directed SEO, content strategy, and executive personal branding for VP and C-suite

Digital Marketing Manager

March 2024 - April 2025

Dubai Verse Cup, Dubai

- Owned multi-channel paid acquisition across Google Ads and Meta Ads for iGaming vertical clients, adapting compliance-aware creative to regulated gaming audiences
- Drove 10% CPC reduction and 15% engagement lift through structured A/B testing and bid strategy optimisation
- Built GA4 and GTM dashboards enabling real-time performance decision-making across channels

Marketing Lead, AI & Metaverse Products

March 2024 - April 2025 (concurrent)

AI Vista (Dubai Verse Cup Group), Dubai

- Led go-to-market marketing for AI Vista's AI/metaverse product line: positioning, paid social, and community growth for emerging AI/Web3 audiences
- Applied the same performance-marketing discipline used on banking and real estate accounts to an early-stage AI/metaverse product

Digital Marketing Lead - App Growth

January 2022 - February 2024

Lamsa, UAE

- Grew paid subscriber base 188% in the first 6 months (17,334 → 50,036 across iOS and Android) by engineering a closed-loop acquisition funnel: Meta-driven top-of-funnel campaigns to owned landing pages, GA4-tracked on-site behavior activated into first-party audiences, then fed back into Meta and Google Ads as retargeting and lookalike segments
- Owned App Store Optimization (ASO) across iOS App Store and Google Play: iterative testing of app icons, titles, and keyword sets to improve organic store visibility, backed by Apple Search Ads campaigns
- Expanded distribution through third-party Android APK marketplaces to reach users in markets with restricted Play Store access
- Directed Google Ads full-funnel campaigns generating 5.96M clicks and 1.28M conversions at AED 0.28 average cost-per-conversion on a 77 AED product
- Maintained Meta link-click costs of AED 0.02-0.08 across 169K+ clicks and 3.55M+ impressions
- Managed in-app engagement (push notifications, in-app banners) and CRM-driven lifecycle campaigns; leveraged Firebase, GA4, and AppsFlyer for cross-platform attribution

Yogi Group, Dubai

- Led influencer marketing for YoFixes, scaling monthly revenue from AED 10,000 to over AED 300,000 (30x growth)
- Managed a multi-industry agency portfolio spanning real estate, construction, and luxury fashion
- Owned website development (WordPress) for Yogi Real Estate alongside paid social and eCommerce strategy for Vesimi
- Drove 25% increase in organic traffic through SEO strategy and content-led growth initiatives
- Built and ran outbound campaigns through Odoo and other internal CRMs across the agency's client portfolio

AI AUTOMATION PROJECTS

Architected and self-host OpenClaw, a personal autonomous AI assistant, as the orchestration layer for a network of AI agents running in parallel to client and personal marketing work - 100+ automated checks/day, no manual intervention.

- **Autonomous Full-Stack Marketing Agent** - Generates and deploys websites/landing pages, audits and applies on-page SEO/AEO/GEO fixes, auto-installs GTM/Meta Pixel/CAPI tracking, and plans and sends custom-coded HTML email campaigns end-to-end. *Stack: n8n, Claude AI, Gemini AI, OpenClaw, GTM, Meta Pixel/CAPI.*
- **Autonomous Real Estate Lead Qualification System** - 92-node system (n8n, Gemini AI, WhatsApp Business API, Google Sheets CRM) cutting lead response time from ~4 hours to under 5 minutes, 6-language support, 24/7 autonomous routing to human agents via Telegram. *Impact: 90% response-time reduction.*
- **Agentic Ad Performance Optimizer** - AI system ingesting Google Ads and Meta Ads performance data, identifying underperforming ad sets/audiences/creatives, and generating prioritised optimisation recommendations. *Stack: n8n, Claude AI, OpenClaw.*
- **Autonomous Lead Discovery & Outreach Pipeline** - Multi-stage pipeline that finds, enriches, and scores prospects, then triggers personalised AI-written outreach via email and LinkedIn, fully logged to CRM. *Stack: n8n, Apollo, Gmail, Notion.*
- **AI-Built Personal Portfolio Website** - Designed, built, and deployed a fully custom-coded personal portfolio site solo through AI-assisted development, with zero prior hands-on coding background. *Stack: Lovable, Supabase, Vercel.*

TECHNICAL SKILLS

Advertising Platforms: Google Ads (Search, PMAX, Display, YouTube, Shopping), Meta Ads (Advantage+, Custom & Lookalike Audiences), LinkedIn Ads, TikTok Ads, Snapchat Ads, Apple Search Ads, Programmatic

Analytics & Tracking: GA4, Google Tag Manager, Firebase, AppsFlyer, Looker Studio, Meta Pixel, Conversion API (CAPI)

SEO, GEO, ASO & Content: Ahrefs, SEMrush, Technical SEO, Content Architecture, Keyword Research, GEO, AEO, ASO, WordPress, Bilingual SEO (EN+AR)

Automation & AI: n8n, OpenClaw, Gemini AI, Claude AI (Anthropic), Higgsfield AI, Local LLM Deployment (Ollama/LM Studio), WhatsApp Business API, Evolution API, Telegram Bot API, AI Agent Orchestration

CRM & Marketing Ops: HubSpot, Salesforce, Odoo, Mailchimp, Google Sheets CRM, Apollo

RECOGNITION

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

- **Featured, UAE Stories** - "[Chirag Variya: Mastermind Behind MENA's Digital Success](#)"
- **Featured, UAE Stories** - "[Chirag Variya: How a College Experiment Sparked a Digital Marketing Career](#)"

EDUCATION & PROFESSIONAL DEVELOPMENT

- 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
- Meta CAPI (Conversion API) Implementation