

MOHAMED ASHRAF BADR

DIGITAL MARKETING MANAGER & AI AUTOMATOER

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📍 Abu Dhabi

WHY YOU SHOULD HIRE ME?

I'm a Digital Marketing Manager with over 7 years of hands-on experience in the healthcare and wellness industries. Throughout my career, I've led marketing teams, launched successful campaigns, and spearheaded rebranding initiatives that significantly enhanced brand visibility and business growth. My expertise spans media buying, content creation, data analysis, and team leadership. In recent years, I've also integrated AI automation tools and strategies into marketing workflows optimizing customer journeys, streamlining lead generation, and improving campaign efficiency. Whether it's automating follow-ups, personalizing content delivery, or leveraging predictive analytics, I'm committed to driving innovation through AI-powered marketing solutions.

PROFESSIONAL EXPERIENCE

2025-Present

Abu Dhabi Investment Gate - ADIG Digital Marketing Manager



Social Media Strategy & Management:

Develop and execute a consistent content strategy across all social platforms (LinkedIn, Instagram, X, etc.) to grow brand visibility, engagement, and thought leadership in the investment sector.

Website Oversight & Optimization:

Manage the company website ensuring it is updated, secure, SEO-optimized, and aligned with branding and communication objectives. Monitor performance and user experience to drive conversions.

Paid Advertising Campaigns:

Plan, execute, and optimize paid ad campaigns across Google Ads, LinkedIn, Meta, and other digital platforms, targeting investors and stakeholders with relevant, high-impact messaging.

Analytics & Reporting:

Track KPIs across all digital channels, generate performance reports, and offer actionable insights for continuous improvement in reach, engagement, and ROI.

2023 - 2024

Health Quest LLC – UAE Digital Marketing Manager



Social Media Strategy & Management:

Develop and implement engaging content plans across Instagram, TikTok, Facebook, and LinkedIn to educate, inspire, and grow Health Quest's audience. Collaborate with nutritionists and chefs to create health tips, recipe videos, and testimonials.

EDUCATION

BACHELOR OF ART

- Geographic department
Alexandria University 2010

DIPLOMA IN MARKETING

- Google Digital Marketing & E-commerce Professional
Certificate 2022

CORE COMPETENCIES

- Digital Marketing Strategy & Execution.
- Media Buying & Performance Marketing.
- Search Engine Optimization-SEO.
- Generative Engine Optimization-GEO.
- Creative Content Development.
- Data Analysis & Campaign Optimization.
- Branding & Rebranding Initiatives.
- Offline Marketing & B2B Activation.
- CRM & Marketing Automation.
- Multilingual & Cultural Marketing.

TECHNICAL SKILLS

- Adobe Suite (Photoshop, Premiere Pro, After Effects)
- Canva, CapCut
- Analytics Tools (Google Analytics, Meta Insights)
- CRM & Email Marketing Tools
- SEO Tools (SEMRush, Ahrefs, etc.)

Website Creation, Management, and Optimization:

Manage and regularly update the Health Quest website with new meals, promotions, and blog content. Ensure optimal user experience, SEO readiness, and e-commerce performance for orders and subscriptions.

Paid Ads Strategy:

Plan, launch, and optimize performance-driven paid campaigns on Meta Ads, Google Ads, Snapchat, and TikTok to attract new customers and retain existing ones, focusing on conversion, app installs, and engagement.

2021-2023

Reyada Medical Center

Digital Marketing Manager



- Managed the digital marketing activities for 14 healthcare companies with my team.
- Delivered consistent branding, messaging, and campaign performance across multiple medical sectors.
- Led a team responsible for content production, social media management, and paid advertising strategies.
- Honored by the Philippine Nurse Association (FNAE) as the best medical management facility in the UAE.

2019-2021

Adventure HQ – UAE

Social Media Specialist



- Executed creative digital campaigns to promote adventure gear and lifestyle products across online platforms.
- Coordinated content shoots, influencer partnerships, and seasonal promotions to boost footfall and online sales.
- Worked closely with design and product teams to ensure brand consistency across all customer touchpoints.

LANGUAGES

- Arabic (Native)
- English (Fluent)

PROFESSIONAL REFERENCES

- ② [Adventure HQ \(Instagram\).](#)
- ② [Adventure HQ \(Website\).](#)
- ② [MHGboutique \(Instagram\).](#)
- ② [MHGboutique \(Website \).](#)
- ② [Health Quest \(Instagram\).](#)
- ② [Health Quest \(Website\).](#)
- ② [Decorators Architects \(Instagram\).](#)
- ② [Decorators Architects \(Website\).](#)



ACHIEVEMENTS

During my time at Reyada Management of Medical Facilities, my team and I had the honor of being recognized by the Philippine Nurse Association in the UAE (FNAE) as the best medical management facility in the UAE. This recognition was a testament to our dedication, leadership, and commitment to providing exceptional healthcare management across our 14 sister companies.

