



VISA: MARCH 2028

# Hamza Safeer

## Senior Digital Marketing Strategist

Skilled in crafting high converting campaigns, driving quality leads, and boosting brand visibility. Proficient with digital tools, CRM systems, and performance marketing. Focused on results, growth, and turning strategy into action.

## Contact

### Phone

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### linkedin

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### Address

Dubai, UAE

## Education

### MBA (Marketing)

COMSATS University Islamabad  
2022 - 2023

### B.S (BA) (Marketing)

COMSATS University Islamabad  
2017 - 2021

### Intermediate

Modernage Public School & College  
2013 - 2015

## Expertise

- Meta & Google Ads Campaign Management
- Content Creation & Social Media Strategy
- Channel Management & Property Listings (Airbnb, Booking.com)
- Event Planning & Management
- Property Management Systems (PMS)
- Graphic Designing & Marketing Creatives
- Real Estate Photography & Video Editing
- Product Listings & Pricing (Amazon, Shopify, Noon)

## Language

### English

Professional Working Proficiency

### Urdu

Native or Bilingual Proficiency

## WORK EXPERIENCE

### Marketing Specialist

#### LORDS EMPIRE REALTY

Dubai

11/2025 - Present,

Real Estate (OFF-Plan, Secondary)

Achievements/Tasks

- Managed end-to-end digital content production for premium real estate, strengthening brand visibility and audience engagement.
- Developed and executed social media strategies to grow audiences and support lead generation.
- Planned and managed Meta lead-generation campaigns, including audience targeting, ad creatives, budget optimization, and lead performance monitoring.
- Produced property videos including reels, walkthroughs, and promotional content from scripting through final edit using Adobe Premiere Pro and CapCut.
- Conducted professional shoots for off-plan and secondary market properties, creating compelling marketing assets.
- Created and optimized property listings on dubizzle, Bayut, and Property Finder.
- Designed marketing creatives and promotional materials for campaigns, listings, and property launches.
- Managed social media accounts and produced posts, reels, and ad creatives aligned with brand guidelines.
- Applied content marketing and visual storytelling to position properties for international investors and buyers.
- Collaborated with sales and marketing teams to align content with campaign objectives and launch timelines.
- Used market trends, audience insights, and campaign results to refine content strategies and improve engagement.
- Maintained consistent brand messaging across digital platforms to strengthen the company's online presence.

### Photography & Videography Equipment

- Professional use of DSLR & Mirrorless Cameras for real estate and commercial shoots
- Expertise in wide-angle lenses (interiors), prime lenses (sharp detail), and zoom lenses (flexible shooting)
- Strong understanding of camera settings (ISO, aperture, shutter speed) for optimal exposure
- Experience with gimbals, tripods, and stabilization tools for cinematic video production
- Knowledge of lighting techniques (natural light, soft lighting, HDR for interiors)
- Ability to capture high-end property visuals optimized for marketing and listings

## Marketing Manager

### GUG REAL ESTATE

05/2025 - 11/2025,

Real Estate (OFF-Plan, Secondary)

#### Achievements/Tasks

- Invested **AED 40K** in National and International campaigns, generating **200+ leads** with **77% qualified** (Off-Plan & Secondary Market).
- Successfully **closed 4 property** deals (**1 villa, 1 two-bedroom apartment, 1 studio, plus additional investors** onboarded).
- Executed high-performing Meta and Google Ads campaigns, optimizing for maximum ROI and qualified lead generation.
- Produced compelling content and video marketing, enhancing brand visibility and digital presence.
- Designed creative graphics and marketing materials to support campaigns and strengthen brand identity.
- Led **Website optimization**, integrating a booking system and managing property listings for improved user experience.

Dubai

## Marketing Specialist

### Gardenia Holiday Homes

06/2024 - 04/2025,

Real Estate/Holiday Homes

#### Achievements/Tasks

- Invested **18K** and generated over **170+ qualified leads** of property owners and landlords.
- Executed **high-performing Meta and Google Ads**, optimizing campaigns to achieve maximum ROI and lead generations.
- Created compelling content, including **video production**, to enhance the company's online presence and brand visibility.
- Managed and optimized property listings on **Airbnb and Booking.com**, successfully handling **25+ properties**.
- Experienced in using **Property Management Systems (PMS)** and **Channel Managers** to streamline operations and boost efficiency.
- Website Optimization and **Booking System Integration and Property Listing**.

Dubai

## Marketing Specialist

### Enlighten Properties

02/2024 - 06/2024,

Real Estate/Holiday Homes

#### Achievements/Tasks

- Invested **3k on Meta Ads** & generated over **30 Leads** for Various Projects, (**Vardana, Lucky, Sobha**).
- Conducted A/B testing to optimize ad performance and maximize ROI.
- Social Media Accounts Management, (Tiktok, Instagram, Facebook, LinkedIn).
- Crafting effective advertisements and engaging content for social media platforms to boost brand visibility and audience engagement.
- Photography and video Editing.

Dubai

## Operational Supervisor

### Hyper Future E-commerce (Pvt) Ltd

08/2023 - 01/2024,

Ecommerce

#### Achievements/Tasks

- Effectively guided a team of 30 individuals to achieve collective goals
- Conduct Training Workshops for New Employees about Amazon and ERP system
- Achieved sales target of \$5k-\$25k within 2 months
- Product Hunting and Competitor Analysis
- Publishing and Product Listing on Amazon, Shopify and ERP

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## AWARDS & ACHIEVEMENTS

Certification as a Chief Organizer at Microsoft Imagine Cup Event (2020).

Certification as a organizer at OLX Expo held at PakChina Center (2020).

Award presented for Freelancing Workshop" Freelancing Leading to Entrepreneurship" (2019).

Certificate of Presentation competition as an organizer at Comsat University Islamabad, Abbottabad Campus (2019)

Certificate for participation at Internship program Road and Story Lahore and Award for the Runner up team. (2019)

Certificate for actively participating in training workshop Performance Development Coaching" as a student organizer (2018)

Certificate of Participation at Inter College Sports Tournament BISE Abbottabad and scored 2nd Position in Hockey (2013)