

# HASEEB UR REHMAN

Senior Digital Marketing Manager | AI-Powered Growth Strategist | SEO • AEO • GEO Specialist

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Khalidiyah, Abu Dhabi, UAE | Own UAE Residence Visa



## PROFESSIONAL SUMMARY

Results-driven Digital Marketing & Growth Leader with 6+ years scaling organic, paid, and AI-powered marketing programs across UAE, USA, and Pakistan. Expert in SEO, AEO, GEO, Google Ads, Meta Ads, CRO, and AI marketing automation using n8n and Claude. Scaled a US-based marketing operation from \$0 to ~\$40,000/month MRR, built 100+ person teams, and consistently reduced cost-per-lead through funnel optimization, chatbot deployment, and AI-driven lead-generation systems for e-commerce, SaaS, F&B, and enterprise clients.

## CORE COMPETENCIES

- Digital Marketing Strategy & Planning
- Technical, On-Page & Off-Page SEO
- AEO (Answer Engine Optimization)
- GEO (Generative Engine Optimization)
- Google Ads (Search, Display, PPC)
- Meta Ads (Facebook & Instagram)
- Performance Marketing & Paid Media
- Conversion Rate Optimization (CRO)
- AI Marketing Automation (n8n, Claude)
- AI Chatbot Creation & Deployment
- Prompt Engineering for Marketing
- Lead Generation & Custom Scraping
- Google Analytics (GA4) & GSC
- Landing Page & Funnel Optimization
- Brand Positioning & Growth Planning
- Multi-Channel Campaign Management

## PROFESSIONAL EXPERIENCE

### Digital Marketing Strategist & SEO/AEO Lead

12/2025 – Present

*Shaikha's Luxury Closet (E-Commerce Brand)*

*Abu Dhabi, UAE*

- Lead end-to-end digital marketing strategy for a luxury e-commerce brand — integrating SEO, AEO, paid media, and AI-driven content workflows to grow organic traffic and revenue.
- Deploy Answer Engine Optimization (AEO) and Generative Engine Optimization (GEO) frameworks to capture featured snippets and visibility on ChatGPT, Perplexity, and Google AI Overviews.
- Build AI-powered marketing automation using n8n and Claude Code for content production, social scheduling, and customer-segmentation workflows.
- Optimize product pages and landing pages via structured data, schema, and CRO testing; track GA4 and GSC dashboards to drive data-backed campaign decisions.

### Marketing Manager — Growth & Local SEO

09/2025 – 11/2025

*Huff n Puff (UAE Food & Beverage Brand)*

*Abu Dhabi, UAE*

- Planned and executed Meta Ads and Google Ads campaigns targeting hyper-local audiences, growing dine-in and delivery orders for a UAE F&B brand.
- Optimized Google Business Profile and local SEO, lifting rankings for high-intent restaurant and food-related search terms across Abu Dhabi.
- Implemented App Store Optimization (ASO) and analytics tracking to boost app discoverability, downloads, and retention.
- Built AI-assisted content workflows for menu promotion and seasonal offers, reducing creative-production turnaround time.

### SEO & Digital Marketing Lead

01/2025 – 08/2025

*Instech Sol (Tech Services Company)*

*Remote / Pakistan*

- Directed Meta Ads and Google Ads campaigns across multiple B2B tech and service accounts, focused on lead generation and conversion volume.
- Led on-page, off-page, and technical SEO — keyword research, competitor analysis, and audits — increasing organic traffic for industry-specific and local keywords.

- Designed and optimized conversion-focused landing pages, improving site speed, mobile responsiveness, and CRO performance.
- Built custom Python lead-scraping scripts and AI-assisted prospecting workflows to generate qualified pipeline for sales teams.

### Senior Digital Marketing & SEO Specialist

04/2023 – 12/2024

Core Tech Sol. (IT Services Company)

Pakistan

- Led multi-channel digital marketing — Meta Ads, Google Ads, and SEO — for the company and a portfolio of B2B IT-services clients.
- Built scalable SEO frameworks aligned with search intent and AI-based ranking signals, lifting positions for high-intent commercial keywords.
- Optimized lead funnels, tracking, and attribution — reducing cost-per-lead and increasing qualified inquiry volume for software projects.
- Implemented advanced technical SEO (site architecture, crawlability, indexing, schema markup) and reporting dashboards for stakeholder visibility.

### Managing Director — Digital Marketing & Growth Operations

03/2021 – 02/2023

Echovista Communication (USA-Based, Remote)

USA (Remote)

- Launched and scaled a US-focused digital marketing company from \$0 to ~\$40,000/month MRR within 24 months.
- Grew operations to 100+ combined employees and clients, building structured sales, support, and project-delivery functions.
- Designed and oversaw multi-platform campaigns for US clients spanning SEO, Meta Ads, Google Ads, and content-driven acquisition funnels.
- Developed SOPs for SEO audits, keyword strategy, reporting, and performance tracking — embedding repeatable, ROI-aligned marketing processes.

### Director of Digital Marketing & SEO

02/2019 – 03/2021

GrowUp Tech Sol. (Software House, 19 Employees)

Islamabad, Pakistan

- Directed digital marketing and SEO strategy for a 19-employee software house, building the lead pipeline that fuelled local and international new-business wins.
- Implemented foundational technical SEO frameworks, schema markup, internal linking, and Google Business Profile optimization for sustained ranking growth.
- Built reporting dashboards and ROI benchmarks aligning SEO performance with sales and revenue outcomes.
- Led business development, contract negotiation, and pitches securing software and web development projects from local and international clients.

## EDUCATION

BSc Computer Science (BSCS), NUML — Islamabad, Pakistan

2019 – 2023

Intermediate Computer Science, Superior College — Pakistan

2016 – 2018

## CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- Advanced applied training in AEO (Answer Engine Optimization) & GEO (Generative Engine Optimization)
- Continuous professional development in Google Ads, Meta Blueprint, and Performance Marketing
- Applied expertise in AI Automation (n8n) and Prompt Engineering for marketing workflows

## TOOLS & TECHNOLOGIES

- **AI & Automation:** Claude Code, n8n, Notion, AI Chatbots, Prompt Engineering
- **SEO & Analytics:** Google Search Console, GA4, Google Business Profile, Schema, GTM
- **Paid Media:** Google Ads (Search, Display, PMax), Meta Ads Manager
- **CRM & Lead Gen:** GoHighLevel, Custom Python Scraping Scripts, Custom CRM Builds
- **Development:** Python, Next.js, Flutter, HTML/CSS, REST APIs, CMS Platforms

## LANGUAGES

English — Fluent (Professional Working Proficiency)