

Abdulrahim Nukta

Marketing Specialist

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Specialized in leveraging social media platforms to enhance brand recognition and drive meaningful interactions over an eight-year career.

Work Experience

Head of Digital Marketing

Jan 2023 – Present

Bu Sultan Group | Abu Dhabi, United Arab Emirates | On-site

Bu Sultan Group is a diversified holding company with businesses in hospitality, stone manufacturing, luxury decoration, and beauty selfcare.

- Increased **high-end leads by 38%** through optimized digital campaigns.
- Gained **15K organic followers** on social media (Facebook, Instagram, Youtube,)

Marketing Manager

Jan 2024 - Dec 2023

THE FA (Subsidiary of MBME Group) | Dubai, United Arab Emirates | Hybrid

FA Agency is a 360-marketing solutions agency based in Dubai offering a fully integrated service to a combination of local, regional and global exposure.

- Led marketing strategies that **increased brand visibility by 50%**.
- Boosted **user retention by 25%** with personalized communication and services.
- Utilized Fan Page Karma, Hootsuite, SEMrush, and Sprout Social.

Marketing Communication Manager

Jul 2021 - Jan 2023

Bein Media | Dubai, United Arab Emirates | Remote

- Led the marketing team through innovative initiatives, **enhancing market share by 20%**
- Developed and implemented a strategy for OkMenu, **increasing engagement by 30%**
- Create visual materials using Canva

Product Marketing Manager

Jan 2022 - Jul 2022

VR Division Studio & Academy | Dubai | Remote

Virtual Reality Production Studios with AR/VR reality experience Using Unreal Engine

- Leveraged Go to Market strategies to generate higher brand awareness and increase customer engagement, resulting in **a 25% increase in sales**
- Developed and executed successful Go-To-Market Planning strategies that resulted in **19% revenue growth** for the company.

Marketing Manager

Mar 2021 - Jan 2022

Dib Holding | Dubai, United Arab Emirates | Remote

Dib Holding, a Dutch company founded in 2020, leverages technology to create solutions transforming lives across healthcare, education, and finance.

- Analyze website performance and user behavior using **Google Analytics**.
- Generated 3000 lead via PPC and **450 sales** from email campaigns.
- Increased customer engagement by **30% with SaaS strategies**.
- Boosted **audience engagement by 30%** with specialized content.

Senior Digital Marketing Specialist

Oct 2021 - Dec 2021

Reve Marketing Services | Dubai, United Arab Emirates | Remote

At Reve Group, we champion young talent and skill development by pioneering a unique approach to digital marketing

- Developed and executed marketing plans, **boosting brand engagement by 20% and visibility by 30%.**
- Ensured brand consistency, **increasing recognition by 20%.**

Senior Marketing Executive

Dec 2019 - Mar 2021

4K Media | Dubai, United Arab Emirates | Remote

A leading art production company providing best-in-class Productions that meet all needs across all media,

- Developed and executed marketing campaigns, **boosting team efficiency by 25%.**
- Aligned initiatives with goals, **boosting ROI by 25%.**
- Utilizing marketing automation platform (Marketo, Mailchimp)

Social Media Specialist

Dec 2018 - Dec 2019

Y-Tech | Riyadh, Saudi Arabia | Hybrid

Y-Tech is an institution specialized in the field of Digital Transformation & Information Technology

- Led a team in developing and implementing successful Ecommerce marketing strategies that resulted in increased sales and brand awareness
- Implemented retail marketing strategies, **leading to a 30% increase in sales**
- Utilized data analytics to refine strategies, **improving campaign effectiveness by 15%.**

Digital Marketing Officer

Dec 2016 - Dec 2018

SD Media | Beirut, Lebanon | Hybrid

At SD Media, 360 Marketing Agency specialized in brand management, social media management

- Oversaw the integration of product development with marketing and communication campaigns
- Conducted thorough research and competitive analysis, identifying opportunities that led to a **10% improvement in strategic positioning.**

Core Skills

+ Marketing Strategy, + Product Management, +Marketing Campaigns, + Digital Marketing Channels, + Leadership,+ Analytical Skills, + Brand Management,,+ Leadership, Brand Strategy, + Presentation Skills, + Problem Solving, + Team Management, + Customer Relationship Management (CRM), + Market Research,

Education

Syria Virtual University

Master | Business Administration

Jan 2021 – Present

ECornell

Executive Program | Brand Management

Jan 2021 - May 2021

Damascus University

Bachelor | Engineering

Jan 2014 - Dec 2019

Languages

Arabic (Mother Tongue), English (Professional)

Certificates

Certified Ads Search | Google

Oct 2024

Certified Media Buying Professional | Meta

Mar 2020