



MOIN ALI

SR. MARKETING MANAGER : REAL ESTATE & DEVELOPMENTS



Al Barsha 1, Dubai, UAE, Dubai, United Arab Emirates



+971-526853289



moeenali149@gmail.com

ABOUT ME

As a driven professional seeking a dynamic middle-level role, I am eager to contribute my expertise in Marketing and Business Development to a forward-thinking organization, be it a multinational powerhouse or a high-caliber local firm. With a keen focus on the Real Estate and Development sectors, I am committed to delivering excellence and precision in every endeavor. My goal is to secure a position that not only aligns with my personal growth but also propels the company's objectives, fostering a mutually beneficial relationship that charts a successful path for both my career and the organization's triumphs.

SKILLS

MARKETING STRATEGIES

RELATIONSHIP BUILDING

MARKET RESEARCH

STRATEGIC PLANNING & EXECUTION

STRONG NEGOTIATION

IDENTIFYING LAND, SOURCING PLOT

BRANDING

PROMOTIONS

BRAND POSITIONING

EVENTS PLANNING AND EXECUTIONS

CELEBRITY ENDORSEMENTS

OFFLINE & ONLINE MARKETING

LANGUAGES

WORK EXPERIENCE

GFS DEVELOPMENTS

Dubai

Mar 2024 - Present

Sr. Marketing Manager

- Developing and executing comprehensive marketing strategies to strengthen the company's market position and drive lead generation.
- Lead and manage a team of 10+ talented marketing professionals, fostering collaboration, creativity, and a results-oriented culture.
- Proficiently manage and optimize campaigns across platforms like Meta (Facebook & Instagram), Google, TikTok, and other digital channels. Expertise in retargeting strategies and lead generation methods.
- Driving lead generation through precise targeting, creative ad development, and continuous optimization of campaigns to achieve maximum ROI.
- Oversee all branding activities to ensure consistency and enhance the company's reputation as a market leader.
- Analysing market trends, competitor activities, and customer insights to identify opportunities and refine strategies.
- Plan and execute events, exhibitions, and open houses to enhance brand visibility and attract prospective clients.
- Arranged, planned and executed events for Indian Celebrities like Amisha Patel,Arbaz Khan,Bobby Deol,Sohail Khan etc. top other celebrities at office appearances and events.
- Manage the marketing budget efficiently, ensuring optimal allocation of resources for maximum impact.
- Work closely with sales, operations, and leadership teams to align marketing initiatives with business objectives.

LAND STERLING PROPERTIES LLC

Dubai

Mar 2022 - Mar 2024

Marketing Manager

- Carried out or handled strategic marketings and brand positioning through various medias like OOH,Digital Media and events.
- Experience in handling PR , Media & agencies to execute various marketing campaigns.
- Handle on various marketing activities and programs.
- Develop and negotiate Joint Venture partnerships, ensuring mutually beneficial outcomes.
- Supervised the creation of comprehensive marketing materials, including brochures, flyers, hoardings, posters, and banners, ensuring brand consistency.
- Enhanced outbound and inbound marketing efforts with expertise in content development, optimization, advertising, and event planning.
- Foster and enhance business partnerships with Property Developers, Real Estate Agencies, Investment Companies,

ENGLISH

ARABIC

HINDI/URDU

HOBBIES

EXERCISE, MUSIC, SPORTS, ATTENDING PROPERTY EVENTS, SEMINARS, CONFERENCES, SEMINARS TO GROW KNOWLEDGE, INFORMATION AND NETWORKS REGARDING MARKET OF PROPERTIES & REAL ESTATES, LONG DRIVE

PERSONAL DETAILS

Date of birth
20/01/1981

Nationality
Indian

Visa status
Employment Visa

Marital status
Married

DRIVING LICENSE

Driving license category
Valid UAE Driving License

WINDMILLS REAL ESTATE LLC
Dubai
May 2020 - Feb 2022

FORTUNE INDUSTRIES LLC
Dubai
Jan 2013 - Apr 2020

STONE WORLD TRADING
India
Feb 2005 - Dec 2011

- Local Family Groups, and Individual Investors.
- Manage all client documentation, including deeds, NDAs, MOUs, and Authorization Letters.
 - Actively participate in property and real estate events, seminars, and conferences to expand industry knowledge and network.
 - Identify and appraise new opportunities for land and plot acquisitions, sourcing deals with local entities,Local Family groups or private offices from emiraty families like Qassimi private offices,Al Makhtoum etc. or direct owners/landlords.

Marketing & Business Development Manager

- Strategically executed marketing initiatives to engage target audiences across multiple channels, including social media (Facebook, Instagram, LinkedIn, Twitter, YouTube) and email marketing, as well as through events.
- Fostered and expanded business partnerships with developers, brokers, and individual clients, enhancing the company's network and reach.
- Successfully negotiated and closed over 3 transactions, generating a profite volume ,acting as the exclusive buyer's representative.
- Provided comprehensive assistance to buyers during property viewings, offering expert evaluations and advice on commercial and residential properties.
- Actively participated in seminars and conferences to deepen industry knowledge and expand professional networks within the property market.

Marketing Manager & Business Development

- Spearheaded brand management and marketing coordination across GRC and GRP divisions, driving inquiry generation through multifaceted marketing campaigns and strategies.
- Forged strategic partnerships with external vendors to launch impactful promotional events and campaigns across diverse platforms.
- Supervised the creation of comprehensive marketing materials, including brochures, flyers, hoardings, posters, and banners, ensuring brand consistency.
- Enhanced outbound and inbound marketing efforts with expertise in content development, optimization, advertising, and event planning.
- Conceptualized and executed innovative marketing campaigns tailored for social media, print, and radio, elevating brand presence.
- Managed public relations, media relations, and agency collaborations to deliver successful marketing initiatives.
- Directed on-site photography and videography, producing high-quality visual content for marketing use.

Manager Marketing & Business Development

- Led robust digital marketing campaigns, integrating CRM, website optimization, and dynamic social media strategies.
- Developed a compelling content strategy to elevate the website's allure for home design aficionados.
- Executed and refined PPC campaigns, aligning with seasonal dynamics, to boost targeted traffic and enhance ROI.
- Orchestrated public relations activities, achieving coverage in leading magazines, newspapers, and blogs, and adeptly handling press communications.

EDUCATION

INSTITUTE OF
MANAGEMENT
STUDIES
2005

● Master in Business Administration (MBA - Marketing)

MCRPV
2001

● Bachelors in Mass Communication

K.C. COLLAGE,
MUMBAI
Mumbai
2004

● PG Diploma in Mass Communication

COURSE

ELEGANT TRAINING
INSTITUTE, DUBAI
Feb 2023 - Apr 2023

● Graphic Design