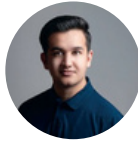


waheed
iqbal



Senior Digital Strategist
AI, UX & SEO
Automation

Senior Digital Strategist with a keen focus on UX. Proficient in advanced SEO, expert in AI based workflow automation, and complex LLM orchestration.

+971 54 399 8496
waheed.iqbal2030@gmail.com

professional skills

- Digital Advertising
- Marketing AI Automation
- User Experience (UX)
- Behavior Analytics
- xCDP / DAM / CMS
- Project Management
- Prompt Engineering
- LLM Orchestration
- Content Workflows
- SEO Automation
- SEM / AB-Testing
- Research & Planning

experience

Digital Marketing Executive

Global Hotel Alliance

2024 - present

UX/UI research & implementation for web and mobile app. AI based SEO automation for organic growth, experience management on xCDP for a personalized AI-powered UX across channels.

SEO & Digital Marketing Executive

Easa Saleh Al Gurg Group

2022 - 2024

Managing organic growth. Applying AI in marketing. Data Analysis & User Experience (UX). Website audits & enhancements for multiple ESAG entities including SieMatic, KARE, Chattels & More.

Digital Marketing Strategist

uConnect Technologies Pvt. Ltd.

2019 - 2021

Worked on multiple projects focused around SEM, PPC, SEO, Content & Email Marketing. Responsible for developing marketing strategy across digital, search, video, social media, and email. Developing new strategies & ensuring best SEO practices across multiple projects.

Digital Media Expert

Pixelarts Multimedia Consultancy

2015 - 2017

Led various web design & development projects. Responsible for research, SEO and content creation. Also worked on Quality Assurance.

qualification

| | | |
|-----------------------------|------------------------------------|-----------|
| M.Sc. Strategic Studies | Quaid-I-Azam University | 2012-2014 |
| Bachelor of Arts Journalism | Karakoram International University | 2009-2011 |

automation skills

- | | | | |
|-----------------------------|---------------------------|-----------------------|---------------------------------|
| 1. LangChain Framework | 2. n8n automation toolkit | 3. Zapier automation | 4. Custom python scripting |
| 5. Cloudflare workers + CDN | 6. Cloud computing | 7. Agentic AI systems | 8. Web3 & Blockchain essentials |

familiar code

React.js, Svelte, JavaScript, Python, Node.js

platforms, tools

- | | |
|---|--|
| <ul style="list-style-type: none">• OTTO SEO / SEMRush• Figma / Adobe Creative Suite• Google Ads / Meta Ads• GA4 / GTM / GSC• Shopify / Magento / Wordpress• Lytics / MoEngage / Bynder• MS Clarity / Yandex Metric | <ul style="list-style-type: none">• Github / Bitbucket• Netlify / Vercel / Supabase• Bolt.new / Replit / Vercel v0• ChatGPT / Gemini / Claude / Perplexity• Google AI Studio / Open AI API• VS Code / Windsurf• Linux / Bash / SSH |
|---|--|

pass times



contact perhaps?

| | |
|------------------|----------------------------|
| mobile | email |
| +971 54 399 8496 | waheed.iqbal2030@gmail.com |

