waheed iqbal



Senior Digital Strategist MarTech, CRM, AI & LLM Orchestration

Marketing Technology and Digital Growth professional with 10+ years of experience across digital strategy, CRM automation, MarTech, SEO, UX, analytics and customer experience.

+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

Marketing Technology Specialist - CRM Automation

Global Hotel Alliance — 2024 - present

CRM automation, Email, Push, and multi-channel touchpoint personalisations.

Digital Marketing Executive

UX/UI enhancements for web and mobile app. AI based SEO automation, xCDP based experiences.

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 / Make 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

- OTTO SEO / SEMRush
- Figma / Adobe Creative Suite
- Google Ads / Meta Ads / Open AI/ChatGPT Ads
- GA4 / GTM / GSC / Bing Webmaster Tools
- Shopify / Magento / Wordpress
- Oracle Responsys / Lytics / Bynder
- MS Clarity / Yandex Metric
- Github / Bitbucket
- Netlify / Vercel / Supabase
- Claude Code / Codex
- ChatGPT / Gemini / Claude
- Google AI Studio / Open AI API
- VS Code / Cursor / Windsurf
- Linux / Bash / SSH

pass times



contact perhaps?

mobile
+971 54 399 8496

email
waheed.iqbal2030@gmail.com