

CHIRAG VARIYA

Growth Marketing Lead (Performance & Strategy)

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PROFESSIONAL SUMMARY

Growth Marketing Leader with 6+ years owning full-funnel strategy across agency and in-house environments, managing enterprise-level accounts across UAE banking, free zones, and real estate sectors. Currently directing \$90K/month in ad spend, generating 829+ qualified leads at AED 17 CPL, and building automation systems that cut lead response time by 90%. Track record of reducing acquisition costs by 18%, lifting conversions by 22%, and aligning marketing with sales to fuel multi-million-dollar real estate pipelines.

KEY HIGHLIGHTS

- 829+ qualified leads generated at AED 17 CPL
- \$90K/month ad budget ownership across Google & Meta
- 18% reduction in cost per lead through full-funnel optimization
- 22% increase in conversion rates via systematic A/B testing
- 90% reduction in lead response time via AI-powered automation

CORE COMPETENCIES

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|-----------------------------|------------------------------------|------------------------------------|
| • Growth Marketing Strategy | • Revenue & Pipeline Development | • Stakeholder Management |
| • Performance Marketing | • Funnel & Conversion Optimization | • Campaign Strategy & Optimization |
| • Marketing Automation & AI | • Lead Generation & Nurturing | • Cross-functional Leadership |
| • CRM & WhatsApp Automation | • SEO & Content Strategy | • Data-Driven Decision Making |

PROFESSIONAL EXPERIENCE

Marketing ExecutiveApr 2026 - Present

CX Unicorn DMCC, Dubai

- Managing performance marketing and digital strategy for enterprise UAE clients including Al Masraf Bank, National Bank of Fujairah, DAFZ (Dubai Airport Free Zone), and DIEZ (Dubai Integrated Economic Zones)
- Leading SEO, GEO (Generative Engine Optimization), and AEO (Answer Engine Optimization) strategy across free zone and banking sector clients
- Executing multi-platform campaign reporting and optimization across Google Ads and Meta Ads simultaneously

Growth Marketing Lead - Performance & StrategyApr 2025 - March 2026

AQUA Developments, Dubai

- Owned end-to-end performance marketing strategy directing \$90K/month across Google Ads and Meta Ads, targeting high-net-worth investors in GCC, UK, and US markets
- Scaled full-funnel acquisition engine (Ads - Landing Pages - CRM - Email - WhatsApp) generating 829+ qualified investor leads at AED 17 CPL, directly fueling multi-million-dollar sales pipeline
- Drove 18% CPL reduction and 22% conversion lift through systematic A/B testing, audience refinement, and funnel optimization
- Spearheaded international roadshow campaigns including Harrods London investor showcase, building direct investor pipeline across key wealth markets
- Directed SEO, content strategy, messaging, and executive personal branding for VP and C-suite leadership
- Led cross-functional alignment across Sales, CRM, Creative, and Product teams to drive revenue-focused go-to-market execution
- Improved lead-to-sales conversion efficiency through CRM-aligned lead qualification and rapid response systems
- Contributed to brand positioning and investor-focused messaging across international campaigns

Digital Marketing LeadMar 2024 - Apr 2025

Dubai Verse Cup, Dubai

- Owned multi-channel paid acquisition across Google Ads and Meta Ads, delivering measurable ROI and scalable audience growth
- Drove 10% CPC reduction and 15% engagement lift through creative testing, audience segmentation, and bid optimization

- Enabled real-time performance decision-making through GA4 and GTM dashboards, improving budget allocation efficiency
- Aligned campaign messaging and creative direction with business objectives through cross-team coordination

Digital Marketing Specialist - App Growth Jan 2022 - Feb 2024

Lamsa, UAE

- Scaled app installs by 18% through optimized CPI and CPS campaigns across multiple acquisition platforms
- Architected retargeting workflows that improved user conversion rates and customer lifetime value
- Leveraged Firebase, GA4, and Appsflyer for attribution modeling, enabling data-backed budget reallocation
- Partnered with product and analytics teams to align acquisition strategy with retention and monetization goals

Digital Marketing Executive Jan 2020 - Jan 2022

Yogi Group, Dubai

- Drove 25% increase in organic traffic through SEO strategy and content-led growth initiatives
- Lifted engagement by 30% through remarketing campaigns, landing page optimization, and funnel redesign
- Aligned marketing, sales, and operations to support pipeline growth and business development objectives

KEY PROJECT

AI-Powered Lead Qualification & Automation System

- Designed and deployed automated lead qualification and follow-up systems integrating ads, CRM, and WhatsApp into a unified revenue pipeline
- Reduced lead response time by 90%, enabling near-instant follow-up and dramatically improving sales conversion efficiency
- Automated lead scoring and nurturing workflows, freeing sales team to focus on high-value prospects and accelerating deal velocity

TECHNICAL SKILLS

Advertising: Google Ads, Meta Ads, LinkedIn Ads, Programmatic

Analytics: GA4, Google Tag Manager, Firebase, Appsflyer, Looker Studio (Google Data Studio)

Automation & CRM: HubSpot, Salesforce, WhatsApp Business API, Mailchimp, n8n

SEO & Content: Ahrefs, SEMrush, WordPress, Content Strategy & Planning, GEO (Generative Engine Optimization), AEO (Answer Engine Optimization)

AI & Automation: n8n, AI-powered workflow automation

CERTIFICATIONS

- Google Ads Certified (Search, Display, Video)
- Meta Certified Digital Marketing Associate
- HubSpot Inbound Marketing Certified
- Google Analytics 4 Certified
- Google AI Fundamentals