

ARUN PRASATH K

Performance Marketing Specialist



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Summary:

- Performance Marketing Specialist with UAE experience in real estate marketing, lead generation, and technical digital marketing. Skilled in Meta Ads, Google Ads, GA4, Google Tag Manager, CRM integrations, landing page optimisation, and marketing analytics. Strong UI/UX and front-end background enabling me to build high-converting funnels, track events, and improve campaign performance through data-driven decisions. Experienced in managing property portals (Bayut, Property Finder) and supporting sales teams with qualified leads and actionable insights.

CORE TECHNICAL SKILLS:

Tracking & Analytics

- GA4
- Event Tracking
- Conversion Optimization
- Google Tag Manager
- UTM Strategy
- DebugView

Advertising Platforms

- Meta Ads
- TikTok Ads
- Campaign Optimisation
- Google Ads
- Lead Generation
- A/B Testing

CRM & Automation

- HubSpot
- Lead Routing
- Zoho
- API/Webhooks
- Marketing Automation Concepts

CMS & Web Technologies

- WordPress (Elementor)/Wix
- HTML/CSS/JavaScript/Tailwind CSS/Next.js
- Landing Page Development/ Frontend Development

Design & Content

- Figma/Canva/Adobe Illustrator/Photoshop
- Social Media Content Creation

Real Estate Platforms

- Bayut
- Property Finder
- Listing Optimisation
- Lead Quality Management

PROFESSIONAL EXPERIENCE

Performance Marketing Specialist

Aqaar Plus Real Estate Agency – Al Garhoud, Dubai. 2024 – 2026

- Managed Meta Ads, Google Ads, and TikTok Ads with monthly budgets of AED 20,000+.
- Built and optimised landing pages with GTM + GA4 tracking for lead attribution.
- Implemented CRM integrations (HubSpot/Zoho) for automated lead routing and follow-ups.
- Set up event tracking, conversion goals, and reporting dashboards.
- Generated qualified buyer and investor leads contributing to property sales.
- Managed Bayut & Property Finder listings, improving visibility and lead quality.
- Created property videos, reels, and promotional creatives for social media campaigns.
- Prepared weekly performance reports and optimised campaigns based on CPL and lead quality.

Digital Marketing Specialist

Canada Towers Development – Opal Tower, Business Bay, Dubai. 2022 – 2023

- Designed and updated websites, landing pages, and digital marketing materials.
- Supported branding, social media campaigns, and customer engagement.
- Created visual content and marketing assets for business promotions.

Front-End Designer / Digital Marketing

Exaado Businessmen Services – Al Nahda First, Dubai. 2021-2022

- Designed and updated websites using WordPress and custom HTML/CSS.
- Supported digital branding, social media content, and marketing campaigns.
- Created promotional creatives and marketing visuals.

Quality Analyst & IT Support

Spynest Solutions / Zealous Service – Chennai, India. 2019 – 2020

- Monitored quality processes and maintained service standards.
- Prepared reports and analysed performance data.
- Supported internal IT operations and troubleshooting.

Web Designer

Codez Academy (MOZ Brand) – Chennai, India. 2017 – 2018

- Designed and developed websites using HTML, CSS, Bootstrap, and JavaScript.
- Created responsive layouts and UI elements.
- Worked on website updates and digital design projects.

TECHNICAL PROJECTS

Landing Page Conversion Optimisation (GTM + GA4)

- Implemented event tracking, scroll depth, and form submission tracking using GTM + GA4.
- Improved conversion rate by optimising the hero section, form fields, and mobile responsiveness.

CRM Integration Project (HubSpot/Zoho + WordPress, etc.)

- Connected landing pages to CRM pipelines using API/webhooks. Solved issues related to field mapping, duplicate leads, and delayed sync.

Meta Ads Lead Quality Improvement

- Optimised targeting, creatives, and landing page experience to reduce CPL and improve lead quality for real estate campaigns.

Google Ads Search Campaign for Real Estate

- Set up search campaigns with proper keyword strategy, ad extensions, and conversion tracking.

EDUCATION

Bachelor of Engineering (BE) – Electronics & Communication Engineering

P.B. College of Engineering, Anna University, Chennai (2013 – 2017)

PROFESSIONAL DEVELOPMENT

- Improving AI-driven digital marketing skills, including automation, content generation, and performance optimisation using advanced AI tools.
- Learning GA4 & Google Tag Manager for advanced event tracking and analytics.
- Enhancing technical landing page development using AI.

ADDITIONAL INFORMATION

- UAE Driving License (June 2024)
- Languages: English, Tamil, Hindi, Malayalam.
- Nationality: Indian
- Visa Status: Visit Visa valid until (27-08-2026)
- Availability: Immediate