ARUN SEKARAN

Head of Digital Marketing / Performance Marketing Manager

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PROFESSIONAL SUMMARY

Results-driven Digital Marketing Leader with **16 years of experience** across multiple industries, working with both in-house teams and agencies. Over the last **2.5+ years, specialised in UAE and international luxury real estate**, managing global investor acquisition campaigns for projects across the UAE, Saudi Arabia, UK and Australia.

Experienced in managing **AED 18M+ in media spend** across Google, Meta, LinkedIn, TikTok, StackAdapt and other platforms, with a strong focus on lead quality, qualification, sales conversion and revenue. Marketing-generated leads contributed to **AED 2B+ in property closures**, while campaigns achieved **25–40% qualification rates, 35–50% confirmation rates and 3–5% closure rates** across selected campaigns.

Combines performance marketing expertise with CRM, analytics and **AI-driven marketing automation**, using ChatGPT and Claude for campaign analysis, content development, workflow automation and building practical real-estate marketing tools.

KEY ACHIEVEMENTS

• **AED 2B+ Property Sales:** Generated marketing leads that contributed to over **AED 2 billion in property closures**, supporting record-breaking business performance.

• **AED 18M+ Media Spend:** Managed large-scale campaigns across Google, Meta, LinkedIn, TikTok, StackAdapt and other digital platforms.

• **Strong Lead-to-Sales Performance:** Achieved **25–40% lead qualification rates, 35–50% confirmation rates and 3–5% closure rates** across selected real-estate campaigns.

• **International Investor Acquisition:** Executed campaigns for projects across the **UAE, Saudi Arabia, UK and Australia**, targeting potential property buyers and investors worldwide.

• **Roadshow Performance:** Delivered **up to 35% attendee rates** for international property roadshows through audience targeting, lead qualification and campaign optimisation.

• **Best Performance Award 2025:** Recognised at Allegiance Real Estate for marketing performance and contribution to significant sales generated through marketing leads.

• **AI & Marketing Automation:** Integrated **ChatGPT and Claude** into daily workflows for campaign analysis, content, creative development, automation and building real-estate marketing tools.

CORE SKILLS

Paid Media & SEO

- Google Ads (Search/PMax/Video)
- Meta, LinkedIn, TikTok, Bing Ads
- SEM & SEO
- Programmatic & Identity Graph Targeting
- Affiliate & Influencer Marketing

Analytics & CRM

- Google Analytics GA4 & GTM
- Conversion Rate Optimisation
- A/B Testing
- Salesforce CRM & Marketing Cloud
- Budget Planning & Forecasting

AI & Automation

- AI Automation (Claude Code)
- Branding & Identity
- Lead Generation & Nurturing
- WhatsApp Business API

TOOLS & PLATFORMS

Google Ads & Bing Ads · Meta Business Suite · LinkedIn Campaign Manager · TikTok Ads Manager · Salesforce CRM & Marketing Cloud · SEMrush · Google Tag Manager · Taboola / Outbrain · WhatsApp Business API · Canva · Apollo.io · Claude Code

CERTIFICATIONS

- Google Ads Video Certification
- AdWords Certified Professional
- Google Analytics Individual Qualification

PROFESSIONAL EXPERIENCE

Performance Marketing Manager
Allegiance Real Estate — Dubai, UAE
Apr 2024 – Present

Digital Marketing & Lead Generation

- Designed and executed multi-channel lead generation campaigns for off-plan properties across UAE and international roadshows.
- Managed paid media across Google Ads, Meta, LinkedIn, Bing, and TikTok, including Search, Performance Max, and branding campaigns.
- Implemented Conversion API integrations and conducted A/B testing to optimise lead conversion rates and CPL.
- Monitored and optimised campaigns using Salesforce CRM, reporting daily, weekly, and monthly performance metrics.

AI-Driven Tools & Creative

- Built a marketing platform using Claude Code to run personal lead generation campaigns for agents.
- Built a roadshow intelligence tool using Claude Code to analyse outcomes, forecast results, and plan upcoming roadshows.
- Produced ad creatives with ChatGPT and animated them using Seedance, driving strong campaign performance.
- Developed AI-driven tool using Claude design for creatives.

Engagement & Collaboration

- Ran WhatsApp broadcast, remarketing, and power dialer campaigns to re-engage and convert leads.
- Leveraged programmatic advertising for branding and audience engagement campaigns.
- Created high-impact creatives with Canva and coordinated with creative teams and external agencies.
- Developing CRM marketing automation workflows in Salesforce Marketing Cloud, applying identity graph approaches for precise audience targeting.

Digital Marketing Manager
Jax Network (Crypto / Web3) — Dubai, UAE
Apr 2023 – Mar 2024

- Promoted Jax Tokens across crypto advertising platforms including BSA, BitMedia, and Coinzilla, driving visibility and community engagement.
- Planned and executed integrated media campaigns for UBI, Farming, and Staking product lines, aligned with platform objectives.
- Developed marketing and brand communication strategies consistent with Jax's identity and growth goals.
- Monitored and analysed campaign performance across channels, optimising bids, budgets, creatives, and audience targeting.
- Managed marketing budgets to ensure efficient allocation and maximum ROI.
- Generated detailed performance reports for stakeholders to continuously improve campaign effectiveness.

Digital Marketing Head
Deccan Rummy — Chennai, India
Sep 2018 – Aug 2023

- Planned and executed integrated marketing campaigns across Google, Facebook, Instagram, email, content, and affiliate channels, optimising for CPA/CPI and ROI.
- Drove user base growth and brand visibility through creative, educational, and engaging strategies.
- Developed and managed affiliate marketing programmes, evaluating lead quality with affiliate managers to ensure high-quality traffic.
- Partnered with influencers on content, live-stream tournaments, and audience targeting.
- Conducted A/B testing and campaign optimisations to improve conversions, sign-ups, and sales.
- Conducted competitor analysis using SEMrush to plan strategies, allocate budgets, and identify traffic opportunities.
- Delivered weekly and monthly performance reports to track progress against targets.

Digital Marketing Manager (Freelance)
Anantha Metal Company — Madurai, India
Apr 2020 – Jul 2022

- Developed and executed full-funnel digital marketing strategies across Google Ads, Facebook, Instagram, and Shopping campaigns for an e-commerce website.
- Increased online sales by 552% through data-driven optimisation, Merchant Feed development, and targeted influencer marketing.
- Managed shopping campaigns, social media accounts, and influencer partnerships; coordinated with vendors.

Senior Analyst – Digital Marketing
Genxlead – Shyaway.com — Chennai, India Apr 2017 – Sep 2018

- Analysed GA and back-end metrics to optimise paid campaigns and identify new audience segments.
- Segmented website visitors via funnels and retargeted with customised ads to boost sales and reduce CPA.
- Managed paid media campaigns across Google (Search, Display, Shopping) and social platforms.
- Managed affiliate networks (ConversionX, VCommission) to drive performance on coupon and fashion-related sites.

E-Commerce SEM Specialist
O3MDM Digital Agency — Chennai, India Dec 2014 – Apr 2017

- Managed SEM campaigns across Google and Bing for multiple countries, achieving quarterly business goals.
- Forecasted budgets, sales, and orders using historical and current performance data.
- Developed and executed campaign strategies, proposals, and account plans for new and existing clients.
- Implemented precise tracking parameters across ad groups, keywords, and ads to measure performance accurately.

Digital Marketing Manager
K365 Web Assets – Khelo365.com — Bengaluru, India Mar 2013 – Nov 2014

- Managed affiliate marketing, influencer partnerships, and display advertising to grow the Khelo365 poker platform's user base across Indian and international markets.
- Planned and executed campaigns on Google Ads, Facebook, and native ad platforms (Taboola, Outbrain), optimised for user acquisition cost and ROI.
- Improved organic visibility through targeted SEO activities and content partnerships with poker forums.
- Built and maintained custom performance dashboards using Google Analytics and AdWords for weekly and monthly reporting.

Search Engine Marketing Specialist
Boonze Media Solutions — Chennai, India Oct 2010 – Feb 2013

- Managed end-to-end paid search campaigns (Search, Display, Remarketing, GSP, Shopping, Video) for US and UK clients on Google and Bing.
- Developed and executed PPC strategies, landing page recommendations, and client-specific campaign proposals.
- Handled competitor pricing analysis and tracked performance across ad group and keyword levels.

EDUCATION

B.Tech – Information Technology
Vickram College of Engineering — 2006 – 2010

LANGUAGES

English — Professional | Tamil — Native