

AMIR MEHRABI

Performance Marketing Manager | AI & Marketing Automation

Paid Media, Real Estate Lead Generation & AI-Driven Growth Systems

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Performance marketing manager with 10+ years in digital marketing and 4+ years running paid acquisition for Dubai real estate, with campaigns contributing to AED 50M+ in closed deals across off-plan and secondary sales. Owns the full funnel end to end: account structure, tracking architecture, landing pages, CRM, lead scoring and reporting across Google Ads, Meta, TikTok, GA4, GTM and HubSpot. Builds the AI and automation layer directly, including WhatsApp assistants, AI-assisted CRMs, content pipelines and agentic workflows with Claude and Claude Code, so speed-to-lead, follow-up and reporting improve without waiting on engineering.

CORE EXPERTISE

Performance Marketing

Google Ads · Meta Ads ·
TikTok Ads · Snapchat Ads ·
Property Finder & Bayut
campaigns · CPL/CPA
optimization · ROAS · CRO &
A/B testing

AI & Automation

Claude · Claude Code ·
Cursor · MCP integrations ·
RAG assistants · AI lead
qualification · WhatsApp
automation · Local LLMs
(Ollama) · AI content
pipelines

CRM & Analytics

HubSpot · GoHighLevel ·
Lead scoring & nurturing ·
GA4 · GTM · Looker Studio ·
Offline conversions ·
Enhanced Conversions for
Leads · Attribution

SEO & Technical

Technical & programmatic
SEO · GEO/AEO · Schema ·
Next.js · Convex · JavaScript
· Python · SQL · WordPress ·
C# · ASP.NET Core

Industry experience: Real estate · E-commerce · B2B · Technology · UAE & GCC markets

AI & AUTOMATION SYSTEMS

- **RAG WhatsApp assistant** grounded in current RERA regulations and live project data; answers payment plan, layout and pricing questions instantly and routes qualified leads to the right agent.
- **AI-assisted real estate CRM** where agents log activity by text or voice in plain language; it auto-fills lead records and coaches agents on next actions and objection handling.
- **Automated listing and content pipelines:** publishes a new property listing in any language in under 10 minutes; a local stack (SearXNG, Crawl4AI, Ollama) researches and drafts off-plan project pages at scale.
- **AI-assisted development with Claude Code and Cursor** to ship Next.js platforms, landing pages, tracking and integrations without an engineering team.
- **Agentic marketing workflows** using Claude with MCP integrations for campaign analysis, reporting, ad copy and landing page production.
- **AI search visibility (GEO/AEO):** llms.txt, structured data and content structured for citation in AI answers.

SELECTED RESULTS

- **AED 50M+** in real estate transactions attributed to campaigns run through Google Ads and Meta Ads, across off-plan and secondary market segments.
- **836 leads at AED 15 CPL** and AED 0.21 average CPC from retargeting alone.
- **600%+ growth in online sales within 3 months** by moving a business from manual social selling to a structured performance marketing model.
- **Top Google rankings** for most Persian real estate queries in Dubai within 12 months, ahead of decade-established competitors.
- Grew a Persian-language social presence **from zero to 11,000+ engaged followers** driving inbound leads.
- Google Ads campaigns generating **millions of AED in e-commerce revenue** for freelance clients.

PROFESSIONAL EXPERIENCE

Digital Marketing & Product Lead

Jul 2025 – Present

Katalystor.com · Dubai, UAE

- Designed and built a Dubai off-plan real estate portal end to end: UX, SEO, landing pages, AI tool integrations, CRM and analytics, on Next.js, Convex and Clerk.
- Live with 90+ off-plan projects, programmatic SEO pages, data-led area guides for 25 Dubai communities and free investment tools.
- Built the automation that publishes a new listing in any language in under 10 minutes, and an AI pipeline that researches and drafts project pages.
- Generated the first inbound leads within 30 days of launch with zero ad spend.

Performance Marketing Manager

Aug 2022 – Sep 2026

Coverdale Real Estate · Dubai, UAE

Monthly budget: AED 15K–50K (scaled over tenure) Lead-to-deal: 2–3% Closed deal value: AED 50M+

Platforms: Google · Meta · TikTok · Snapchat

- Planned and managed full-funnel Google Ads and Meta Ads campaigns end to end, from audience strategy and creative briefs through bid optimization, landing page CRO and conversion tracking setup.
- Ran paid acquisition for the off-plan portfolio in English and Persian, A/B testing creative and targeting; generated 836 leads from retargeting alone at AED 15 CPL and AED 0.21 average CPC.
- Optimized cost-per-lead and lead quality across off-plan and secondary listings, including Property Finder and Bayut portal campaigns, and trained sales agents on how lead behaviour differs by source.
- Built a RAG-based WhatsApp assistant and a purpose-built AI-assisted CRM that cut speed-to-lead to minutes and improved agent follow-up.
- Built the company's digital presence from scratch: multilingual websites and SEO that outranked decade-established competitors within 12 months, a Persian social audience of 11,000+, and all campaign analytics in GA4, Looker Studio and GTM.

Media Buyer & Software Development

Aug 2019 – Aug 2022

Hightech Company · Erbil, Iraq

- Planned and executed full-funnel digital marketing from scratch, achieving 600%+ growth in online sales within 3 months.
- Managed consumer electronics campaigns, optimizing ROAS, conversions and CPA across Google Ads and Meta Ads.
- Developed B2B demand generation for bulk buyers and corporate clients; implemented local SEO and led development of ERP and e-commerce platforms.

CEO & Co-Founder

2015 – 2019

Kejwan · Kurdistan, Iran

- Founded and led an e-commerce startup, driving go-to-market strategy, digital growth and customer acquisition; built and maintained the platform with ASP.NET Core, C# and SQL.

SELECTED CLIENT PROJECTS (FREELANCE)

malekalyoom.com. Managed full-funnel Google Ads campaigns generating millions of AED in e-commerce revenue, owning landing page optimization, conversion tracking, audience segmentation, ROAS and reporting.

houseofcenmar.com. Google Ads and Meta Ads optimization, store optimization and performance analysis.

dxbappliverse.com. Digital marketing consulting and web development for a Dubai-based client.

maw3ood.com. SEO strategy and web development.

CERTIFICATIONS

Google Ads Certification (renewed 2025)
GA4 and Looker Studio, 2024
Advanced GTM Training, 2023
Performance Marketing, Analitips.io, 2024

EDUCATION

Bachelor's Degree, Information Technology
University of Payamnoor, Iran · 2013–2016

LANGUAGES

English: Professional
Persian: Native
Kurdish: Native
Arabic: Beginner

References available upon request · LinkedIn recommendations: [linkedin.com/in/amir6mehrabi](https://www.linkedin.com/in/amir6mehrabi)