Hussam Yassen

Digital Marketing Manager | Performance Marketing
Multi-Brand Marketing Leadership

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PROFESSIONAL PROFILE

Digital Marketing Manager with over six years of UAE experience in performance marketing, paid media, digital strategy and multi-brand leadership. Progressed from hands-on media buying to leading a five-person digital marketing department, combining campaign execution with strategic planning, creative direction and measurement.

Coordinate marketing across five brands in building materials, retail, hospitality and financial services, serving B2B and B2C audiences in the UAE and GCC. Core specialisms: **Google Ads, Meta Ads, SEO and GEO.**

PROFESSIONAL EXPERIENCE

Digital Marketing Manager

Al Satari Group — UAE | November 2024 – Present

- Lead multi-brand strategy, campaign planning and budget allocation across Al Satari Trading, Factory Price, Mandi Al Deera, RoxelAlgo and Harvey Moller.
- Manage and optimise Meta Ads and Google Ads campaigns for distinct industries, audiences and commercial objectives.
- Lead a five-person department covering content, design, SEO and paid media; coordinate internal stakeholders and creative teams.
- Oversee creative direction, advertising concepts, content development and campaign testing.
- Guide reporting, conversion measurement, customer acquisition, website optimisation and WhatsApp customer journeys.

Senior Digital Marketing Specialist

Al Satari Trading — UAE | March 2024 – November 2024

- Planned and optimised paid campaigns for porcelain, sanitaryware and home-improvement products.
- Developed targeting, retargeting and creative-testing strategies; monitored performance and supported budget optimisation.
- Coordinated advertising copy, videos and creative assets; supported analytics, tracking and website conversion improvements.

Senior Digital Marketing Specialist

Sama Alrabee Cleaning Services & Itqan — UAE | February 2021 – March 2024

- Supported two brands under shared ownership, developing advertising strategies for residential and commercial customers.
- Managed Meta and search campaigns, local targeting, social media and lead generation; coordinated content, reporting and optimisation.

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Experience, project responsibilities & qualifications

Junior Media Buyer

Liberty International Group — UAE | January 2020 – January 2021

- Supported Facebook, Instagram and Google advertising across client accounts, including audience research, retargeting and campaign setup.
- Monitored CTR, CPC and cost per lead; prepared reporting and supported campaign optimisation.

SELECTED PROJECT RESPONSIBILITIES

Mandi Al Deera — Loyalty Programme
Led marketing planning and coordination, including customer journeys, promotional strategy and Odoo integration requirements.

Al Satari — E-commerce & Catalogue Advertising
Led product-catalogue organisation and integration with Meta advertising for dynamic product campaigns and retargeting.

Al Satari — Golden Jubilee Marketing
Contributed to marketing direction and brand positioning for the company’s 50-year milestone in 2026.

CORE SKILLS

Advertising — Meta Ads, Google Ads, Search, Performance Max, PPC, media buying, remarketing, lead generation and creative testing.

Strategy — Digital strategy, multi-brand marketing, growth marketing, B2B/B2C marketing, budget planning and creative direction.

Measurement — Google Analytics 4, Google Tag Manager, Meta Pixel, conversion tracking and campaign reporting.

Search — SEO, local SEO, Google Business Profile, content structure, GEO and AI search visibility.

Leadership — Team leadership, recruitment, stakeholder coordination, content planning and cross-functional collaboration.

Platforms — WordPress, Odoo, Meta Business Suite, Google Business Profile and WhatsApp Business API.

CERTIFICATIONS

Google Ads Certification — Google Skillshop
Google Analytics 4 (GA4) Certification
Google AI Essentials
LinkedIn AI Learning Certificate
HubSpot Digital Marketing

EDUCATION

Bachelor of Science in Computer Science (Honours)
University of Kordofan, Sudan | April 2015 – November 2019

LANGUAGES & PROFESSIONAL LINKS

Arabic — Native | English — Professional working proficiency

Portfolio: husamyasen.com | LinkedIn: hussam-yassen