

Qusai Ehsan Nasr

Digital Marketing Manager

Sharjah, United Arab Emirates

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Website and Portfolio: <https://qusai.ae/>



Marketing Skills

Marketing planning
Healthcare marketing
Paid media campaigns
Budget management
Creative direction
Team leadership
Client relationships

Advertising and Design

Meta Ads
Google Ads
Photoshop
Illustrator

Development

React
React Native
Flutter
Laravel
Next.js
WordPress
Elementor

Languages

Arabic
Fluent English

Professional Profile

Marketing professional with 15 years of UAE experience across advertising, sales and digital marketing. Manages campaigns for medical centres and other clients from planning and creative development to launch and optimisation. Combines paid media, website and mobile development skills with experience leading creative and technical teams.

Professional Experience

Dama Rose Advertising

Marketing and Sales Manager
2016 - Present

- Manage advertising campaigns for dozens of medical centres and other clients across the UAE.
- Lead campaign planning, audience selection, budgets, creative production, launch, reporting and optimisation.
- Manage monthly media budgets typically ranging from AED 10,000 to AED 20,000, with selected medical accounts reaching AED 80,000 to AED 90,000.
- Create advertising designs and websites, contribute web and mobile development expertise, and oversee photography and video editing teams.
- During peak expansion, managed 61 full-time employees across Abu Dhabi and Syria, supporting delivery through three shifts in Syria.
- Directly supervised 16 employees in Abu Dhabi and coordinated 45 employees in Syria through shift supervisors.
- Negotiate contracts and coordinate delivery of marketing, website and creative services.

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Digital Marketing Manager

Education

English Literature - Damascus University

Graduated in 2010

Bachelor of Business Management and Administration - Amity University - Dubai

3 years more to graduate

Availability

Based in Sharjah

Open to Sharjah and Dubai

Notice period

Two to four weeks

UAE driving licence and own car

Employment residence visa valid until June 2028

Available for business travel and client visits

Selected Campaigns

Dental Centre in Dubai

Manage Meta advertising campaigns with approximately AED 40,000 in monthly media spend, including offer planning, creative development and campaign optimisation.

Dental and Aesthetic Medical Centre in Sharjah

Manage Google Ads and Meta campaigns with approximately AED 80,000 to AED 90,000 in monthly media spend, targeting audiences in Sharjah, Dubai and Ajman.

Additional Medical Centres and Other Clients

Manage campaigns across dozens of accounts, with typical monthly advertising budgets of AED 10,000 to AED 20,000. Tailor campaign planning, design and monitoring to each client.

Earlier Experience

Al Waseet Newspaper

Classified Advertising Writer to Area Manager
September 2011 - August 2016

- Progressed from classified advertising writer to advertising sales representative and ultimately Area Manager.
- Began in the Dubai branch, then transferred to Abu Dhabi to develop advertising sales and client relationships.
- Managed VIP client accounts, supervised the sales team and worked towards advertising sales targets.
- Contributed to the transition towards online advertising and social media services.

Technical Skills

Web and mobile development: React, React Native, Flutter, Laravel and Next.js. Website delivery with WordPress and Elementor.