

ZAIN MIR

Head of Performance Marketing & Growth | Commercial Leader

+971 55 408 2897 | m.zainajaz@gmail.com

linkedin.com/in/mirzain

Dubai, United Arab Emirates



CAREER SUMMARY

Marketing and growth leader across agency and in-house environments in GCC and international markets, spanning performance media, account leadership, and commercial growth. Run day-to-day operations for cross-functional teams, including planning, workload distribution, capability standards, and coaching, while owning a portfolio of agency and enterprise client relationships. Deep platform expertise across Google Search, YouTube, Display, paid social, programmatic, and measurement. Translate data into commercial decisions and build the operating systems, attribution, reporting, and AI tooling that keep teams aligned and accountable to outcomes.

EXPERIENCE

Head of Performance Marketing & Growth

Créo Global | Jan 2025 – Present | Dubai, UAE

www.creoglobal.co

- Run daily operations for a cross-functional team of 20 to 30 across performance marketing, SEO, and creative, owning planning, workload distribution, capability standards, and delivery accountability across the agency's key accounts.
- Coach and develop team members against quarterly capability goals, lead onboarding for new hires, and act as the first point of contact for day-to-day tactical and delivery queries.
- Manage a portfolio of agency and enterprise client relationships across real estate, free zones, fintech, and lifestyle verticals, owning revenue funnel outcomes from acquisition through lead qualification, pipeline velocity, and closed revenue.
- Partner with the CEO and Group Founder on positioning and growth strategy, aligning cross-functional teams and senior stakeholders to shared commercial priorities.
- Hold direct commercial responsibility for revenue targets, contributing to agency growth through new business development, pitch leadership, and client retention.
- Architect integrated brand and performance strategies across paid search, paid social, programmatic, and SEO, translating media investment into measurable business outcomes.
- Define pricing frameworks across client engagements, balancing commercial viability with competitive market positioning.
- Built internal AI systems for SEO content production and contact-centre call auditing, scoring conversations at full volume against compliance, intent, and lead-quality signals.

Digital Marketing Manager

CERTIFICATIONS

Google Ads — Search, Display & Video

Google Analytics (GA4)

Meta Blueprint

AWARDS & RECOGNITION

MENA Search Awards

8 wins across paid search, SEO, and integrated performance categories

MarCom Awards

4 wins for marketing communications and creative campaign excellence

Employee of the Month

Recognised for performance contribution and team leadership

EDUCATION

MBA — Marketing & General Management

Amity University

2015 – 2017 | Noida, India

B.Tech (Hons.) — Mechanical Engineering

Lovely Professional University

2010 – 2014 | Jalandhar, India

TOOLS & PLATFORMS

Google Ads | Meta Ads Manager

TikTok | LinkedIn | Snap | X

GA4 | Looker | Tag Manager

HubSpot | Salesforce | Zoho

Clay | Apollo | Instantly

SEMrush | Ahrefs | Screaming Frog

Microsoft Clarity | Hotjar

AI & AUTOMATION

Claude API | OpenAI API

Playwright | FastAPI

Next.js | React

PostgreSQL | Prisma

Apollo | Instantly | Clay

INDUSTRY EXPERTISE

Performance Marketing



- Managed key client relationships and led digital strategy development across performance-focused accounts.
- Improved client retention by 20% through stronger account management, delivery consistency, and strategic support.
- Drove a 30% increase in online engagement and lead generation through campaign strategy, performance optimisation, and KPI management.
- Delivered major user acquisition gains for Flog App, Alsaree3 Food Delivery App, and a UAE car rental service.

Media Manager

Lqv d Asia Feb 2020 – Dec 2020 Gurgaon, India

- Directed SEM, app, and paid social campaigns across the agency, balancing brand and performance objectives across a diverse client portfolio.
- Launched IPL awareness and performance campaigns for Royal Challengers Bangalore in partnership with Optimum Nutrition.
- Led brand and performance marketing for a new Ed-Tech entrant and managed paid campaigns for consumer and wellness brands.
- Automated reporting across the agency to improve efficiency and campaign visibility.

Assistant Manager

Publicis Media — Performics Jun 2017 – Feb 2020 Gurgaon, India

- Managed performance marketing programs across Wynn Music, Airtel Global Calling App, Uber India App, NIIT University, and NIIT Ltd.
- Worked across app growth, acquisition, biddable brand campaigns, and international market expansion, including campaigns targeting the Middle East, Europe, and Africa.
- Improved streaming, installs, CPA efficiency, and campaign performance through structured testing, audience strategy, and platform optimisation.
- Built a strong foundation in platform-led media planning, experimentation, and performance analysis across high-scale consumer and education accounts.