

DAOUDA LY

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Senior Digital Marketing & Brand Strategist



SUMMARY

Multilingual Senior Digital Marketing and Social Media professional with 20+ years bridging strategy, performance marketing, content production, and revenue. Expert in leveraging AI tools to optimize marketing workflows, automate lead generation, and scale content production across diverse industries. Three years on the ground in Dubai's real estate sector at CITI Developers, SOBHA Realty, and Dubai Vista Estate — owning both top-of-funnel digital execution and bottom-of-funnel sales conversion. Hands-on across Google Ads, Google Analytics, HubSpot, Semrush, SEO, social media, and Adobe Creative Suite, with a track record of designing, launching, and managing brand websites end-to-end for international audiences.

CORE PROFICIENCIES

STRATEGY & GROWTH

- Digital Marketing Strategy
- Social Media Management (Instagram, TikTok, X, YouTube, Facebook, Pinterest, LinkedIn)
- Content Strategy & Editorial
- Performance Marketing (Google Ads, Display, Remarketing)
- Search Engine Optimization (SEO)
- Sales & Lead Generation

TOOLS, AUTOMATION & ANALYTICS

- HubSpot CRM & Marketing Automation
- Semrush & Competitive Analysis
- Google Analytics & Reporting
- Data Analysis & Conversion Optimization
- Real Estate Marketing
- Website Design & Development
- AI-Assisted Content Creation, Marketing Automation

CREATIVE, CONTENT & BRAND

- Adobe Creative Suite (Photoshop, InDesign, Illustrator)
- Brand Storytelling & Community Growth
- Multilingual Campaigns Management
- Team Training & Mentorship
- Audience Engagement Strategy
- Brand Positioning
- Personal Branding

PROFESSIONAL EXPERIENCE

CITI Developers — Sales & Marketing Manager

Dubai, UAE | 2025 – 2026

- Managed end-to-end sales of off-plan and ready inventory for one of Dubai's active developers, including flagship project Amra Resort (amra-resort.com), converting digital-sourced leads into closed transactions.
- Converted qualified leads from paid social, Google Ads, and broker channels across Dubai's residential and investment market.
- Partnered with marketing on campaign targeting and messaging tailored to GCC, European, and African investor segments.

SOBHA Realty — Sales & Marketing Manager

Dubai, UAE | 2024 – 2025

- Owned key accounts within one of the UAE's flagship luxury developers; closed high-intent leads sourced through paid social, Google Ads, and luxury-segment digital campaigns.
- Refined targeting, messaging, and creative for the GCC, European, and African investor mix with the marketing team.
- Acted as on-the-ground brand ambassador across investor previews, sales galleries, and broker programs.

Blueprint Properties — Broker & Marketing Manager

Dubai, UAE | 2024 – 2025

- Ran full-funnel digital marketing alongside broker sales activity — hybrid role spanning paid media, organic social, SEO, content, CRM, and revenue ownership.
- Grew brand presence on Instagram, Facebook, LinkedIn, and YouTube; planned editorial calendars and ran community engagement in English and French.
- Planned and executed Google Ads search and display campaigns; tracked KPIs in Google Analytics and reported to leadership.
- Operated the HubSpot stack end-to-end (contact management, lead scoring, nurture automation, pipeline tracking) and used Semrush for keyword and competitor research.
- Closed property sales across multiple real estate projects, owning the full broker-to-buyer journey alongside the marketing remit.

Dubai Vista Estate — Broker & Marketing Manager

Dubai, UAE | 2023 – 2024

- Helped Dubai Vista Estate set up their full communication and digital marketing strategy from scratch, designed and built their websites, and generated qualified leads while running broker sales.

- Set up brand voice, channel mix, editorial calendar, and reporting cadence across paid media, organic social, SEO, content, and CRM.
- Designed, built, and operated the company's websites — Trading-immodubai.com and DubaiVistaEstate.com — engineered for organic search visibility and qualified lead capture.
- Generated qualified leads via Google Ads search and display campaigns; tracked KPIs in Google Analytics and reported to leadership.

Laser Formation — Digital Marketing Lead

Paris, France | 2018 – 2023

- Owned digital strategy and execution: social media, paid acquisition, SEO, email, and the organization's main web presence.
- Ran Google Ads campaigns, optimized landing pages, and tracked performance through Google Analytics dashboards.
- Used HubSpot and Semrush for CRM workflows, audience segmentation, lifecycle marketing, and competitive benchmarking; produced editorial and visual content.

Laser Formation — IT & Digital Trainer

Paris, France | 2014 – 2023

- Designed and delivered curricula in web development, SEO fundamentals, and digital communication tools; trained learners individually and in groups.
- Served on the Professional Jury for the ATIC Diploma since 2006; designed and maintained Laserformation.org applying SEO best practice end to end.

Founder & Freelance Digital Marketing & Web Designer

Paris & Dubai | Since 2010

- Designed, built, and launched multiple websites for SMB and personal-brand clients across France and the UAE.
- Delivered end-to-end digital marketing services: SEO, content production, social media management, and analytics.

Mission Locale — Employment & Career Advisor

Paris, France | 2003 – 2010

- Counseled young job seekers on career guidance, training pathways, and employment integration in Paris.
- Delivered career workshops and created Mission-jeune.fr, a digital platform supporting youth.

Founder & Editorial Director

Paris, France | Since 2004

- Editorial and communications lead for an online resource portal supporting employment and social/professional integration; directed iconographic research and visual design.
- Planned and executed multi-channel communication actions to grow audience, reach and engagement.

EDUCATION

Advanced Professional Diploma in Digital Communication & Community Manager — École MultiMedia	2017 – 2018
Photography Training — Educatel (Distance Learning)	2009 – 2010
Professional Jury Member — ATIC Diploma, Laser Formation	Since 2006
Master Degree in Information & Communication Technologies Animation (ATIC) — Laser Formation	2001 – 2003
French Baccaureate (STT), Business & Management — Lycée Petrelle, Paris	1999 – 2001

TECHNICAL SKILLS & LANGUAGES

Tools: HubSpot | Semrush | Google Analytics | Google Ads | SEO | WordPress | Dreamweaver | Adobe Photoshop | Adobe Premiere Pro | Final Cut | Microsoft Office | ChatGPT | Claude | Gemini | KlingAI | Canva | CapCut | NotionAI
Languages: French (Native) | English (Professional) | Wolof (Native) | Peul (Native)

SELECTED WEB, BRAND & CONTENT PROJECTS

Trading-immodubai.com — Real estate trading platform for Dubai Vista Estate.
Offplan-Magazine.com — Editorial blog covering off-plan property in Dubai.
Mission-jeune.fr — Employment and social/professional integration portal.
Laserformation.org — Training programs and professional support portal.
Amra-resort.com — Lead-generation platform developed for Citi Developers.
Hashtagdance.com — Dance culture media and community platform (in development).
Makavelly.com — Photography portfolio and visual storytelling platform.

COMMUNITY ENGAGEMENT & INTERESTS

International humanitarian actions with Léo Lagrange · Volunteer at Resto du Cœur (Montluçon) · Music, cinema, photography, basketball, world travel.