

Ali Lotfy

Senior Marketing
Professional



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Address

Abu Dhabi
United Arab Emirates

Work Experience

Profile



Real Estate Marketing & PropTech Innovation. Marketing Manager with over a decade of experience in UAE real estate, spanning agency and in-house roles. Currently leading brand, campaign, and creative operations at Emirates Developments across ultra-luxury branded residential developments in partnership with Jumeirah, Elie Saab, Hilton, and others. Brings hands-on strength across digital performance marketing, content strategy, creative production, and web — with a track record of building and running full marketing functions independently in fast-moving property markets.

Feb 2026 – Present Marketing Manager

Emirates Developments
Abu Dhabi

Leads all marketing for an ultra-luxury branded residential developer across Abu Dhabi and Dubai. Works across three tracks: planning and executing property launch campaigns with global brand partners including Jumeirah, Elie Saab and Hilton; managing brand, agencies, and creative production; and building the CRM and digital infrastructure behind lead generation and sales. Reports to both the CEO and a direct line manager.

2023 – Jan 2026

Radiant Real Estate
Abu Dhabi

Marketing Manager

Sole marketing professional for a residential developer with six active developments on Al Reem Island, Abu Dhabi. Built the marketing function from scratch, reporting directly to senior management. Led digital campaigns across Meta and Google, managed all creative production and supplier coordination, and developed internal marketing tools including a property portal and interactive floorplan navigator to support sales operations.

2020 – 2023

Trendz Agency
Abu Dhabi

Marketing Manager & Co Founder

Founded and ran a full-service marketing agency in Abu Dhabi with a client base spanning corporate accounts including Real Estate Developers like Reportage Properties, Corporate & SME clients. Oversaw client strategy, campaign execution, and team management across the full client portfolio.

Education

2022 - 2024

European International
University

Master of Business Administration (MBA)

I completed Master's degree of Business Administration program, with a specialization in Sales & Marketing Management from European International University – Paris, France.

2019 - 2022

European International
University

Bachelor of Business Administration (BBA)

I completed Bachelor of Business Administration program, with a specialization in Sales & Marketing Management from European International University – Paris, France.

Work Experience

Continued

2016 - 2020

Image Agency
Egypt

Digital Marketing Manager & Co Founder

Specialized in performance marketing, campaign management, SEO, graphic design, video production, copywriting, and website development. Collaborated with various businesses to deliver visually compelling content and create engaging websites, driving online visibility and customer engagement.

2015 - 2016

FAS International
Egypt

Sales and Marketing Specialist

Excelled in selling financial services for a US-based outsourced company. Leveraged persuasive communication skills to engage potential customers, build strong relationships, and close sales, significantly contributing to revenue growth.

2014 - 2015

Quad Solutions
Egypt

Sales and Marketing Specialist

Played a key role in selling and promoting Google AdWords campaign management services for a Canadian Google partner company. Engaged business owners in Australia through persuasive communication and effective sales techniques, driving sales and contributing to the company's success.

Skills

Technical

Programming: Python, JavaScript, PHP
AI/ML: OpenAI API, LangChain, Claude
Marketing: Google, Meta, TikTok, LinkedIn Ads
Web: HTML, CSS, WordPress, Three.js, Next.js
Data: Pandas, Excel Automation
Creative Tools: Adobe Illustrator, Premiere Pro, Photoshop, After Effects, Unreal Engine

Professional

Marketing Strategy & SEO
Lead Generation & CRM
Digital Marketing
Advertising
Time Management & Multitasking
Problem Solving & Process
Team Coordination & Communication

Interests



Reading



Travelling



Podcasting



Video Edit



Photography

References

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