



ABHAY SHARMA

IT & MARKETING MANAGER | DIGITAL TRANSFORMATION SPECIALIST

Dubai-based technology professional connecting software development, web platforms, IT operations, digital marketing, CRM and analytics into practical business systems. Experienced in leading complete digital presence, technology operations and measurable multi-channel growth.

LOCATION

Dubai, UAE

LINKEDIN

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PORTFOLIO

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AVAILABILITY

Dubai / International

CORE EXPERTISE

IT Operations

Web Development

Software Development

Web Portals

Digital Marketing

CRM

SEO / AEO / GEO

Paid Media

Analytics

AI & Robotics

DEVELOPMENT

Python, JavaScript, TypeScript, Java, C++, C#, SQL, REST APIs, OOP, Git, GitHub, React, Next.js, HTML5, CSS3, Tailwind CSS, WordPress, Elementor and WooCommerce.

IT & CLOUD

Microsoft 365, Teams, SharePoint, OneDrive, Active Directory basics, AWS and Azure fundamentals, networks, DNS, SSL, cPanel, Plesk, email systems, endpoint support, VOIP and CCTV.

MARKETING

Google Ads, Meta Ads, TikTok Ads, SEO, AEO, GEO, GA4, Tag Manager, Search Console, social media, content strategy, lead generation, CRO, ROAS, CPA, CPL, CTR, UTM tracking and email marketing.

CREATIVE TOOLS

Canva Pro, CapCut, Premiere Pro, After Effects basics, Photoshop basics, Illustrator basics, InVideo, HeyGen, Synthesia and PhotoRoom.

LANGUAGES

English

Professional

Hindi

Native

PROFESSIONAL EXPERIENCE

IT & Marketing Manager

JUN 2026 - PRESENT

Travel Tricks | Dubai, UAE

Lead the connected technology and marketing function across digital products, business systems and customer acquisition.

- Direct website and web-portal development, software initiatives and Android/iOS product coordination.
- Manage IT operations, CRM-supported customer journeys, hosting, business systems and technical vendors.
- Own digital presence across Instagram, Facebook, LinkedIn, YouTube and other priority channels.
- Plan content, creative production, SEO/AEO/GEO, Google Ads, Meta Ads, TikTok Ads and lead-generation campaigns.
- Track GA4, campaign reporting, CRO, CPA, CPL, CTR and channel performance to guide decisions.

Digital Marketing Executive

SEP 2025 - 15 JUN 2026

Moghuls Trading Co. L.L.C. | Dubai, UAE

Managed multi-brand growth across campaign planning, websites, search, social channels, CRM workflows and performance reporting.

- Executed Google Ads and Meta Ads campaigns with ROAS, CPA, CPL and CTR monitoring.
- Built content calendars and produced platform-specific social posts, reels and brand communication.
- Improved on-page SEO, landing journeys, website content and analytics visibility.
- Supported customer engagement, lead nurturing, channel partners and UTM-based reporting.

IT Manager

AUG 2024 - AUG 2025

SR Ignis Protego | Dubai, UAE

- Managed Microsoft 365, WordPress, hosting, email, DNS/SSL, networks, endpoints, backups and technical support.
- Evaluated CRM and business-system requirements, coordinated vendors and supported secure operations.
- Contributed to website administration, social media and digital marketing execution.

CAREER IMPACT

One connected view of technology, operations and measurable growth.

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CONNECTED DISCIPLINES

Software, web, IT, digital growth and AI education.

360°

DELIVERY PERSPECTIVE

From infrastructure and product build to campaigns and analytics.

DXB

MARKET EXPERIENCE

Technology and growth roles across Dubai-based businesses.

FULL

FUNNEL EXECUTION

Acquisition, CRM journeys, conversion and performance reporting.

ADDITIONAL EXPERIENCE

Web Developer / Digital Marketing Manager

International Remote Environment | Germany

- Developed and administered responsive WordPress websites and web portals using Elementor and conversion-focused landing structures.
- Improved performance, accessibility, search visibility, analytics, hosting and content operations.
- Enabled HubSpot-supported lead generation, customer journeys and workflow automation.

JAN 2025 - AUG 2025

AI, Robotics & Computer Science Educator

Euro Academy + Caliber Sr. Sec. School | India

- Designed and delivered Computer Science, programming, AI and Robotics learning experiences.
- Guided practical work with Python, Arduino, Evive, Quarky, OpenCV and machine-learning concepts.
- Created technical curricula and learning material, mentored projects and developed student problem-solving skills.

APR 2022 - JUN 2024

SELECTED CAPABILITIES

Software & Web

Application architecture, APIs, responsive UI, WordPress, web portals, deployment and performance.

AI & Data

Generative AI, prompt engineering, TensorFlow, PyTorch, OpenCV, Scikit-learn, Pandas and Power BI.

Business Systems

HubSpot, Zoho, Airtable, CRM implementation, lead pipelines, workflow design and automation.

Digital Growth

Paid media, SEO, social content, conversion optimisation, attribution and performance reporting.

EDUCATION

B.Tech - Computer Science & Engineering

Sangam University | 2020 - 2024

Academic foundation in programming, software engineering, artificial intelligence, machine learning, data and computer systems.

APPLIED LEARNING

AI & Robotics Internship

Technical Internship / Project Exposure

Hands-on work across robotics systems, Arduino, Evive, Quarky, computer vision and applied AI concepts.

Machine Learning Internship

Technical Internship / Applied Study

Applied Python data workflows, supervised-learning fundamentals, model experimentation and analytical problem-solving.

PROFESSIONAL VALUE

I work across disciplines because modern business problems rarely remain inside one function. My approach combines engineering logic, clear user experience, reliable IT operations and measurable digital growth.