Fudhail Alqahali

Full-Stack Digital Strategist

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PROFESSIONAL SUMMARY

Full-Stack Digital Strategist with 5+ years of experience across Egypt, Qatar, Saudi Arabia, and the UAE. My work sits at the intersection of marketing strategy, product development, and data. I don't just plan campaigns, I build and ship the products behind them. I've worked with globally recognized organizations including Ooredoo, QNB, Amazon Egypt, Saudi Arabian Airlines, and Mohammed BinGhatti, delivering solutions that combine performance marketing, technical SEO, web and mobile development, AI integration, and full tracking infrastructure — all under one roof.

CORE COMPETENCIES

- Performance Marketing: Google Ads, Meta Ads, TikTok Ads, Snapchat Ads, Campaign Optimization, ROAS Improvement, CPA Reduction
- Search Engine Optimization: Technical SEO, On-Page, Off-Page, Local SEO, Core Web Vitals, Keyword Strategy, Competitor Analysis
- Web & Mobile Development: Flutter, React, Next.js, Firebase, Supabase, WordPress, PHP, JavaScript, HTML/CSS, REST APIs
- AI Integration & Automation: AI Chatbot Development, AI-Powered Product Design, Vibe Coding, Zapier, Make (Integromat), Automated Workflows
- Data, Analytics & Tracking: Google Analytics 4, Google Tag Manager, Search Console, Looker Studio, Funnel Optimization, Conversion Tracking
- Payment & Systems Integration: Payment Gateway Integration, API Architecture, Third-Party Integrations, Real-Time Databases

PROFESSIONAL EXPERIENCE

Digital Marketing Executive | Elite Marketing Services - Doha, Qatar | August 2025 – March 2026

- Managed and executed digital marketing strategies for a diverse client portfolio across multiple industries.
- Ran and optimized PPC campaigns across Google Ads, Meta Ads, and TikTok Ads, improving ROAS and reducing CPA.
- Conducted technical SEO audits and on-page optimization to improve search rankings and organic visibility.
- Built performance reports using GA4 and Google Tag Manager, delivering data-backed strategic recommendations.

Digital Product Manager | Omnis Media Group - Dubai, UAE | August 2025 – March 2026

- Served as a key digital strategy consultant for Omnis Media Group — the MENA region's MarTech innovation leader and organizer of Mobile Developers Week, a landmark international tech conference held at Abu Dhabi Energy Center (December 2025), unifying droidcon and Swift Heroes under one roof for the first time, with 3,000+ attendees, 60+ global speakers, and backed by the Abu Dhabi Convention & Exhibition Bureau.
- Consulted directly with senior leadership on digital marketing strategy, ticket sales growth campaigns, and audience acquisition contributing to the commercial success of one of the region's most significant tech events of 2025.

- Led the development and growth of digital products and platforms from strategy to launch building AI-powered systems using React, Next.js, and Firebase, integrating APIs, payment gateways, and automation workflows.
- Drove growth across all managed platforms through performance marketing, technical SEO, and UX optimization.

Digital Marketing & Web Projects Specialist | Ezz Al-Afaq Company - Saudi Arabia | January 2024 – July 2025

- Managed 50+ concurrent digital projects across websites, mobile applications, SEO, and paid advertising campaigns.
- Built and launched scalable websites and digital platforms using WordPress, React, and Next.js.
- Developed and implemented data-driven digital marketing strategies aligned with business growth objectives.
- Managed and optimized paid campaigns across Google Ads, Meta Ads, TikTok, and Snapchat.
- Led cross-functional teams across development, design, content, and performance marketing.

SEO & Web Development Lead | Finance & Business Magazine - UAE (Remote) | 2024 – February 2025

- Built and launched the full editorial platform from scratch, including website architecture, content structure, and analytics setup.
- Achieved first-page Google rankings for competitive business and finance keywords within 8 months.
- Managed technical SEO, editorial workflows, and site performance optimization.

Search Engine Optimization Specialist | Binghatti Investments - UAE (Remote) | December 2022 – August 2023 | 9 Months

- Developed and implemented SEO strategies for a leading luxury real estate developer in the UAE.
- Conducted keyword research, competitor analysis, and on-page optimization targeting high-value real estate audiences.

Digital Strategy Consultant & Full-Stack Developer | Freelance - Remote | 2020 – Present

- Delivered complete digital solutions across Egypt, Saudi Arabia, UAE, and Oman for clients spanning healthcare, real estate, hospitality, legal, e-commerce, and F&B sectors.
- Healthcare & Medical: Developed and managed full digital ecosystems for Om Al-Hamam Medical Complex (Riyadh), Obaid Hospital (Al-Ahsa), Al-Ruqi Medical Complex (Egypt), and RM Clinic (Mecca) — covering website development with online booking and payment systems, Google Ads and Meta Ads campaigns, SEO, and ongoing performance management. Currently building a training management system for a medical training center in Mecca.
- Real Estate & Enterprise: Delivered SEO, web development, and performance marketing for Mohammed BinGhatti, Evolution Dubai, Bin Dalan UAE, and Binghatti Investments targeting high-value real estate audiences across the UAE.
- Mobile App Development: Built and launched the Maasob Al-Sultan Flutter mobile app — featuring AI-powered chatbot, multi-branch order management (5 branches), real-time performance dashboards, and integrated payment gateways, shipped to App Store and Google Play in under one month.
- Hospitality & Services: Delivered the Wejhat MGT and Kedana hospitality management platform and multiple service-sector websites across the GCC.

- Tech Products in Progress: Currently developing a B2B/B2C laundry management application and an AI-powered educational platform for a training center in Mecca.
- Additional Clients: Walf Group (legal consultancy), Mirza Elevators, Banafsaj Store (Oman e-commerce), Finance & Business UAE, Khultat Al-Shawaya, Ronaq, Salwa Law, and various GCC-based clients across advertising, branding, and conversion optimization.

KEY CLIENT HIGHLIGHTS

Delivered specialized SEO, performance marketing, web development, and analytics projects for globally recognized organizations:

- Ooredoo (Qatar): Technical SEO audit identifying and resolving critical indexing issues.
- QNB — Qatar National Bank: User journey analysis and UX recommendations to improve the online banking experience.
- Amazon Egypt: SEO content strategy for a new product category to enhance organic visibility.
- Saudi Arabian Airlines: Competitor analysis and keyword gap analysis for key international flight routes.
- Mohammed BinGhatti (Dubai): SEO strategy and digital presence management for a leading luxury real estate developer in the UAE.
- Maasob Al-Sultan Restaurant (Jeddah): End-to-end Flutter mobile app — live on App Store & Google Play — with AI chatbot, multi-branch management, and integrated payment gateways.
- Om Al-Hamam Medical Complex (Riyadh): Full digital ecosystem including website, booking system, paid campaigns, and SEO.
- RMC Clinic (Mecca): Medical website with integrated online booking and payment systems.
- Finance & Business UAE: Built and grew the full editorial platform from scratch — top-10 Google rankings within 8 months.
- Chelsea FC: UX optimization recommendations for the official online merchandise store.

EDUCATION

Bachelor of Business Administration - Marketing & Business Management

Kafrelsheikh University, Egypt | Graduated: 2025

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- Google Analytics 4 (GA4) Certification - Valid until Jan 2027 - Google Digital Academy (Skillshop)
- AI-Powered Shopping Ads Certification — Google Digital Academy (Skillshop)
- AI for Business Professionals — Ambassador Badge Holder — HP LIFE
- Advanced Data Analytics — Professional Certificate (In Progress) — Google / Coursera

TOOLS & TECHNOLOGIES

Marketing & Advertising: Google Ads, Meta Ads Suite, TikTok Ads, Snapchat Ads, SEMrush.

Analytics & Reporting: Google Analytics 4, Google Tag Manager, Search Console, Looker Studio

Development & CMS: Flutter, React, Next.js, Firebase, Supabase, WordPress, PHP, JavaScript, HTML, CSS, REST APIs

Payments & Integration: Payment Gateways, Zapier, Make (Integromat), Google Cloud, Webhooks

LANGUAGES

- Arabic: Native
- English: Professional Working Proficiency