

Mohammad Adnan Khaddam

Marketing, AI & Growth Leader — Dubai, UAE

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PROFILE

Marketing leader with 6+ years of experience, 2+ years in the UAE market, and 3+ years in artificial intelligence. I connect market intelligence, team leadership, paid and organic growth, and practical AI systems to make marketing perform as one business engine. Background in legal studies; research-driven and numbers-focused.

EXPERIENCE

Head of Marketing — Salonist, UAE

Marketing leadership for a software company serving the beauty and wellness industry.

- Led the marketing department and wider operations; strengthened search visibility and organic growth.
- Coordinated with Sales, Business Development, and IT around shared commercial objectives.
- Directed influencer marketing, including a B2C marketplace app launch campaign on YouTube Shorts in the UAE.

Marketing & SEO Specialist — Regional markets (Syria, Egypt, Saudi Arabia, UAE)

2018 — present · freelance and in-house engagements

- Planned and managed Meta (Facebook/Instagram) lead-generation campaigns across the UAE, Qatar, and Oman (336 leads at AED 4.00 per lead in Oman; 337 leads at AED 5.04 in Qatar).
- Wrote and optimized content across facilities management (iFM UAE), tourism (Al Zain, Iraq), finance and trading, and regulated categories (VikingTin).
- Designed integrated operational structures connecting marketing, sales, and support teams on collaborative work platforms.
- Began in 2018 with graphic design for a gaming channel, growing into freelance design, SEO, and full-stack marketing.

AI SYSTEMS & TOOLS

- 3 years in prompt and context engineering; 2 years building 20+ low-code tools and products.
- Built Performance Star (marketing-team accountability and work tracking) and GoSEO (competitor, keyword, and SEO/AEO/GEO research engine).
- Developed and released a free, open deep-research tool.

CERTIFICATIONS

- Social Media and Digital Marketing Fundamentals — Digital Marketing Institute (Coursera), Aug 2025
- AI-Enhanced Copywriting: SurferSEO, Upword and Anyword — Coursera Instructor Network, Jan 2025
- The Strategy of Content Marketing — University of California, Davis (Coursera), Jan 2025
- How to Set Up a Facebook Ads Campaign — Coursera Project Network, Jan 2025

CORE CAPABILITIES

Marketing leadership · SEO & content architecture · Paid growth (Meta) · AI & low-code product building · Market research · Operations design · Influencer campaign management

MARKETS & INDUSTRIES

Markets: UAE, Oman, Qatar, Lebanon, Syria, Iraq.

Industries: software, beauty & cosmetics, automotive, real estate, facilities management, tourism, nicotine products.