



DIGITAL MARKETING SPECIALIST

CONTACT

- +971 56 835 8561 (WhatsApp)
- guerramarkanthony@gmail.com
- Sharjah, United Arab Emirates
- On-site / hybrid · UAE & GCC · Authorized to work in the UAE

SKILLS

PAID SEARCH

- Google Ads · Search
- Performance Max
- Display
- YouTube
- Keyword Research
- Match Types
- Quality Score
- tCPA / tROAS / Max Conv.
- Negative Keywords
- Ad Assets
- Landing-Page Relevance

PAID SOCIAL

- Meta Ads (FB / IG)
- Campaign Objectives
- Custom & Lookalike Audiences
- Advantage+
- Creative Testing
- Meta Pixel + Conversions API
- Retargeting

SEO

- Technical SEO
- On-Page SEO
- Local SEO · Google Business Profile
- Bilingual EN-AR · hreflang
- Service & City Pages
- Core Web Vitals
- Schema / Structured Data
- Internal Linking
- XML Sitemaps
- IndexNow
- Search Console

GEO & AEO

- Generative Engine Optimization
- Answer Engine Optimization
- Ilms.txt
- FAQ & HowTo Schema
- Entity & E-E-A-T Signals
- AI Overviews / ChatGPT / Gemini / Perplexity
- Featured Snippets
- Conversational Query Mapping

ANALYTICS & TRACKING

- GA4
- Google Tag Manager
- Conversion Tracking
- UTM Discipline
- Dashboards
- Call Tracking (3CX)
- Attribution
- Cost-per-Lead Reporting

CRM & LIFECYCLE

- WhatsApp Business Platform
- Mailchimp
- HubSpot
- GetResponse
- Freshworks
- Zenoti
- Lead Routing
- Automated Messages
- Loyalty Programmes

Mark Anthony Guerra

DIGITAL MARKETING SPECIALIST

Google Ads · Meta Ads · Paid Search · SEO · GEO · AEO

PROFESSIONAL SUMMARY

Digital marketing specialist with **11+ years of hands-on experience** in Google Ads, Meta Ads, paid search, SEO, GEO (Generative Engine Optimization) and AEO (Answer Engine Optimization). Since 2021 I have run digital marketing for a **multi-brand healthcare and retail group in the UAE** — clinics, home health care, dermatology, pharmacy and a mother-and-baby retailer — owning SEO, SEM and social across 7+ production websites and working directly with the Managing Director and branch managers. I consolidated the group's Google Ads and Meta accounts for **6 companies into one marketing command center**, so spend, leads and cost-per-lead per brand are read from a single cockpit. I build **bilingual EN/AR SEO** architectures (service and city pages, hreflang, structured data), practise **GEO / AEO** hands-on (Ilms.txt, FAQ schema, entity signals) so brands are ready to be cited by AI answer engines, and run **WhatsApp and CRM lifecycle** automation from first enquiry to repeat visit. I use AI in day-to-day marketing — OpenAI and Claude for content operations, copilots and automation of repetitive work.

CORE COMPETENCIES

- Google Ads: Search, Performance Max, Display, YouTube
- Meta Ads: Audiences, Advantage+, Pixel + CAPI
- Technical, On-Page & Local SEO
- Bilingual EN/AR Content Architecture
- GEO / AEO & AI-Search Visibility
- GA4, Tag Manager & Conversion Tracking
- Multi-Brand Budget & Reporting Cadence
- WhatsApp, Email & CRM Lifecycle
- Landing Pages, CMS & CRO
- Team Building & Stakeholder Management

PROFESSIONAL EXPERIENCE

Marketing Manager & Digital Technical Lead — Sunny Management Group

Mar 2021 – Present

Multi-brand healthcare & retail group — Dr. Sunny Home Health Care, Dr. Sunny Medical Centre, Sunny Derma, Sunny Pharmacy, Maika, Health2Home · UAE

- Own digital marketing for every website and brand in the group — SEO, SEM and social media strategy for clinics and homecare services in multiple locations — working directly with the Managing Director and branch managers on clinic performance and alignment with business objectives and targets.
- Run Google Ads and Meta (Facebook / Instagram) campaigns across the brands, and consolidated the Google Ads and Meta accounts of the 6 companies into one marketing command center built on the Google Ads and Meta APIs — spend, leads and cost-per-lead per brand in a single cockpit.
- Develop and implement SEO for every group website: drsunny.ae as a bilingual EN/AR clinic platform with booking, service and city landing-page architecture and full SEO/GEO coverage across 182 pages; sunnyderma.com multi-branch structured SEO with booking integration; maika.ae custom SEO layer and campaign instrumentation; drsunnyclinic.com WordPress multisite with 4 branch sub-sites; health2home.ae home-nursing platform and hiring funnel.
- Measurement: oversee Google Tag Manager conversion tracking and GA4 to optimise SEM, and produce marketing-lead and call-centre turnaround reports from the 3CX phone system so management can monitor receptionist performance and improve conversion at all branches.
- Lifecycle and CRM: WhatsApp Business Platform automated messages and WhatsApp marketing, plus email/CRM programmes on Mailchimp, HubSpot, GetResponse and Freshworks, alongside the Zenoti, SAP and 3CX operations systems.
- Lead content creation, scheduling and posting across social platforms with my team; drive AI adoption with the Managing Director by auditing repetitive marketing and ops work and automating it with AI copilots and OpenAI.

Digital Marketing Specialist — Fons International Telecom

Jul 2016 – Nov 2020

Telecom startup · Dubai, UAE

- Built the digital and marketing team from scratch at a startup, and contributed to the digital marketing strategy and brand identity.
- Contributed to website and software development alongside the marketing work.
- Built the strategic marketing and business-development plans.

Web Developer & Digital Marketing Specialist — Taj Shireen Group · TS

Sep 2015 – Jun 2016

Real Estate

Real estate · Dubai, UAE

- Built landing pages and optimised UX with internal teams; ran SEO and SEM and produced creative, engaging advertising for target audiences.

WEB & CMS

WordPress (Multisite)

Elementor

Shopify

Odoo

Landing Pages

Hosting / DNS / Email

CRO

AI IN MARKETING

OpenAI & Claude for Content Ops

Prompt Engineering

AI Copilots

Marketing Automation

EDUCATION

B.Sc. Electronics Engineering

Major in Information & Communications Technology ·

Batangas State University

2009 – 2015

CERTIFICATIONS

1 Million Prompters

Certificate of Completion · Dubai Future Foundation

Fundamentals of Digital Marketing

Google Digital Garage

Oct 2019

CONTINUOUS LEARNING

GEO / AEO practice · Performance Max · Meta

Advantage+ · GA4 (ongoing self-study, not certified)

LIVE PORTFOLIO

- ▶ mark-digital.remarkety.io — marketing portfolio
- ▶ mark.remarkety.io — engineering portfolio
- ▶ drsunny.ae
- ▶ health2home.ae
- ▶ sunnyderma.com
- ▶ maika.ae
- ▶ drsunnyclinic.com
- ▶ remarkety.io — AI-native SaaS

MARKETING TECHNOLOGY I BUILT

- ▶ **Remarkety (remarkety.io)** — AI-native SaaS for customer capture, commerce and retention that I designed and built: campaigns module, WhatsApp Business automation, loyalty / QR stamp cards, digital receipts and events. Its bilingual EN/AR marketing site ships llms.txt, llms-full.txt, IndexNow, sitemap and robots — my hands-on AEO / GEO implementation.
- ▶ **Marketing Command Center** — unified Google Ads + Meta reporting for the group's 6 companies, with campaign-level routing into one cockpit for spend, leads and attribution.
- ▶ **Rankora** — competitive-intelligence cockpit for Gulf and Philippine businesses: keyword, traffic, backlink, ads and local-rank tooling with an AI growth assistant.

Authorized to work in the UAE. I hereby certify that the above information is true and correct to the best of my knowledge and belief. — Mark Anthony Guerra