

HADI ABDUL GAFOOR

Content & Creative Lead | Brand & Content Strategy | Multi-Channel Growth | Video, Radio, Social Media & Campaign Creative

Dubai

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Content & Creative Lead with 8+ years of experience in content creation, brand storytelling, and multi-channel media production, currently driving organic growth and content strategy within Alfred Holdings (myAlfred LLC and InsuranceMarket.ae ecosystem, UAE).

Owns end-to-end content strategy and execution across video, photography, editorial, radio advertising, and social media, maintaining a consistent brand voice through the “Alfred” mascot across all communication channels.

Scaled LinkedIn from 12K to 50K followers and Instagram from 2.5K to 6.5K within one year through structured content strategy and high-volume execution, improving engagement and visibility.

Leads radio ad production across UAE networks, develops creative assets supporting Meta and Google campaigns, and drives internal communications, employer branding, and content for brand activations.

Manages a junior content creator, including hiring, task allocation, and performance reviews, while leveraging Adobe Creative Suite and AI-driven tools to scale production efficiently.

Focused on building consistent brand narratives, improving content performance, and expanding visibility across digital, internal, and broadcast channels.

Willing to relocate: Anywhere

Personal Details

Eligible to work in United Arab Emirates: Yes

Work Experience

Producer

InsuranceMarket.ae-Dubai

January 2025 to Present

- Lead end-to-end content strategy and production across video, photography, editorial, radio advertising, and social media, maintaining consistent brand voice through the “Alfred” mascot across all communication channels
- Scaled LinkedIn from 12K to 50K followers and Instagram from 2.5K to 6.5K within one year through structured content strategy and high-volume execution, improving engagement and visibility
- Produce 30+ videos/reels, 20+ ad creatives, and multiple editorial assets monthly, supporting both organic and campaign-driven content needs
- Script, produce, and post-produce radio advertisements broadcast across major UAE networks, contributing to brand recall and lead generation initiatives
- Develop creative assets for Meta and Google ad campaigns, collaborating with performance teams on campaign requirements
- Define content direction and messaging for brand collaborations, ensuring alignment with brand standards and communication guidelines
- Manage social media across LinkedIn, Instagram, Facebook, and YouTube, including content planning, publishing, and performance tracking

- Lead internal communications and employer branding content, supporting talent acquisition and strengthening brand perception
- Cover and amplify internal and external brand activations through multi-format content production
- Manage and mentor a junior content creator, including hiring, task allocation, and performance reviews
- Present content performance insights and strategic recommendations to leadership, including direct reporting to the CEO

Additional Impact: Original IP & Audio Production

- Core contributor to the development of “Alfred and Friends,” a children’s animated series targeting ages 4–10, including character development and voice conceptualization
- Act as custodian of character voice systems, ensuring consistency across all audio content and productions
- Manage and coordinate with in-house sound engineer and audio production resource for Alfred Studios initiatives

Freelancer - Digital Marketing

January 2024 to January 2025

Key Account Executive

Gadget Shipchandlers LLC-Dubai

January 2021 to January 2024

- Managed a portfolio of high-value clients across key ports, developing tailored account strategies that resulted in a 60% increase in client retention and satisfaction.
- Led sales operations, coordinating with internal teams to ensure seamless delivery of products and services, driving a 40% increase in overall sales performance.
- Negotiated contracts and closed deals with key accounts, contributing to a significant increase in revenue from strategic clients.
- Led the creation and implementation of content marketing strategies, including referral programs, email marketing, and promotional materials, generating a 110% uplift in lead generation and sales conversions.
- Developed client-focused marketing initiatives to support account growth and engagement, resulting in improved client loyalty and repeat business.
- Utilized data-driven insights to optimize client segmentation and sales approaches, helping to increase cross-selling opportunities and overall revenue.
- Oversaw the full eCommerce lifecycle, integrating traditional marketing strategies, digital marketing, sales operations, and account management, ensuring a seamless customer experience and maximizing sales performance across major sea ports in the UAE.

Project Management Intern

District Administration-Kerala

August 2019 to February 2020

The District Collector's Internship Programme is a training programme initiated by the Kasaragod District Magistrate for creating a platform for the youth to gain experience in working with the government in different development projects.

Some of the projects assigned to me were:

- 100% insured agriculture in Kasaragod District.
- Bekal Fort tourism site development.
- Airstrip in Periya region under the UDAN scheme for improved internal connectivity.
- Waterways route development through the Chandragiri river.
- UNNATHI Government services examination coaching to increase the participation of native locals employed in regional government offices.

Also mentored and assisted a 12 member team of Post Graduate students of MA Public Administration for their semester internship.

eCommerce and Content Creation Executive

RSO Outfits

May 2018 to June 2019

- Managed the company's eCommerce platforms, optimizing product listings, inventory, and promotions to achieve a 35% increase in online sales.
- Led content creation efforts, producing high-quality graphics, videos, and written content for product marketing across online platforms and social media.
- Developed and executed targeted social media campaigns, resulting in a 25% growth in brand visibility and customer engagement.
- Collaborated with the design team to create engaging product visuals and promotional material that enhanced the customer shopping experience.
- Conducted regular performance analysis of digital marketing campaigns, adjusting strategies to improve ROI and customer acquisition.
- Coordinated influencer partnerships to boost brand awareness, resulting in a 20% increase in traffic to the eCommerce site.
- Implemented SEO best practices in product descriptions and blog content, improving organic search rankings and driving consistent traffic growth.

Education

Business Administration - Marketing Management (Master's)

Manipal University Jaipur

August 2022 to September 2024

Commerce - Computer Application (Bachelor's)

Kannur University

April 2015 to April 2018

High school or equivalent

GEMS Our Own Indian School-Dubai

2013

Skills

- Adobe Photoshop
- Data Analytics
- Basic SQL
- Microsoft Office
- Performance Marketing
- Contract Negotiation
- Adobe Creative Suite
- Graphic Design
- AI Image and Video Generation

Languages

- Malayalam - Expert

- Hindi - Expert
- Arabic - Beginner
- English - Expert

Links

<https://www.linkedin.com/in/hadiabdulgafoor/>

Certifications and Licenses

Concepts, Strategies, and Analytics in Performance Marketing and Digital Advertising Specialization

September 2024 to Present

University of Colorado Boulder (Coursera)

Driver's License

March 2022 to Present

Valid Manual driving license in United Arab Emirates.

Certification in Data Analytics

January 2021 to Present

Microsoft Learning Pathway - LinkedIn Learning