

Muhammad Umair

Marketing Manager | Growth, Digital & Integrated Campaigns

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Manchester, UK | Open to UK-wide opportunities

UK Graduate visa: right to work until 25 June 2027 | Open to future Skilled Worker sponsorship



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PROFESSIONAL PROFILE

Marketing Manager with 6+ years of experience leading growth, integrated campaigns, performance media, content and live event marketing across sport, technology, AI and esports. Since 2022, I have led global marketing for the Drone Champions League (DCL), combining strategic ownership with hands-on delivery across Meta, TikTok, Google, YouTube, websites, partnerships and production. My track record includes 407.9M platform reported content views in 2025, 200K+ targeted European registration page visits in two days and 1,500+ tracked partner registrations. I build capable teams, solve complex delivery problems and turn ambitious ideas into measurable audience and commercial outcomes.

SELECTED IMPACT

- Generated 407.9M platform-reported content views across DCL channels in 2025, supported by platform exports.
- Delivered 200K+ targeted visits from selected European markets to an [A2RL](#) registration page in two days.
- Generated 1,500+ tracked registrations for DCL x Blocktrade through a Europe-first acquisition campaign and conversion-tracking setup.
- Led DCL-side marketing and content delivery for international activations across Abu Dhabi, Yas Marina, Riyadh, AIUla, Dubai and Koenigssee.
- Recovered a compromised Facebook Page with 12M+ followers and helped reinstate a suspended Instagram account through evidence-led escalation.

CORE EXPERTISE

Integrated Marketing Strategy | Growth & Performance Marketing | Meta, TikTok, Google & YouTube Advertising | Brand Positioning | Social Media & Community | Content & Creative Direction | Partnership Marketing | Live Event Marketing | Production Direction | Website & Digital Journeys | Analytics, Tracking & Reporting | Team Leadership | Stakeholder Management | User-generated content (UGC) & Creator Strategy

PROFESSIONAL EXPERIENCE

MARKETING MANAGER | DCL - DRONE CHAMPIONS LEAGUE

June 2022 - Present | Abu Dhabi / International | Hybrid

- Own global marketing strategy and delivery across brand, growth, social media, paid acquisition, websites, partnerships, live events and content production, translating business and partner objectives into coordinated campaigns.
- Lead a core team of 6–7, expanding to 8–9 with specialist contributors across social, design, video, web and production; recruit and onboard talent, set priorities and maintain delivery standards. Developed an entry-level social assistant into a Social Media Specialist through mentoring and increasing responsibility.
- Direct multi-platform growth across Meta, TikTok, Google and YouTube, generating 407.9M platform-reported content views in 2025 through combined organic and paid activity.
- Built a targeted [A2RL](#) acquisition campaign that delivered 200K+ registration-page visits from selected European markets in two days; continuously tested geography, audiences and creative while maintaining relevance.

MARKETING MANAGER | DCL - DRONE CHAMPIONS LEAGUE | CONTINUED

- Developed a Europe first DCL x Blocktrade campaign, worked within restricted technical access to implement conversion tracking and generated 1,500+ tracked registrations in the opening weeks.
- Introduced a permission-led UGC pilot that generated millions of organic views across TikTok and Instagram without paid media, securing management support for a broader scalable content programme.
- Took ownership of the marketing concept and content direction for DCL's new website; shaped digital magazine and episodic race-content formats and coordinated recording, commentary, graphics, editing, quality control and publishing.
- Led DCL side marketing, partner coordination and content delivery for international events across the UAE, Saudi Arabia and Germany, including [A2RL](#) x DCL, Dubai Esports Festival and the 2025 DCL Super Final; directed filming requirements, interviews, commentary and post-event content for social media and YouTube.
- Lead DCL-side marketing operations for [Anduril's Al Grand Prix](#), supporting global campaigns, website content, paid distribution, participant communications, analytics and partner coordination for a competition with 3,000+ teams.
- Protected business-critical channels by investigating a Facebook compromise, assembling ownership evidence and leading a months long Meta escalation; later coordinated evidence and legal escalation that helped reinstate DCL's Instagram account.

MARKETING SPECIALIST | PROMO AD

February 2021 - May 2022 | Dubai, United Arab Emirates

- Managed organic and paid social campaigns for multiple agency clients across different sectors, audiences and commercial objectives.
- Developed content calendars, campaign concepts, creative briefs, influencer activity, publishing schedules and community engagement plans.
- Coordinated design and video production, monitored performance and adapted campaigns using audience and platform insights.

EARLIER DIGITAL, DESIGN & TECHNOLOGY EXPERIENCE

IT Support | Laundrex | Dubai | February 2020 - July 2020

Supported business users and day-to-day technology requirements, troubleshooting systems and maintaining reliable digital operations.

Social Media Designer | AA Cash & Carry | Gujranwala, Pakistan | June 2019 - November 2019

Created social content and visual assets, supporting brand communication and audience engagement.

Software Engineer & Designer | York Vivant | Pakistan | April 2018 - May 2019

Worked across software, websites and design, building the technical and visual foundation that now supports my marketing work.

EDUCATION

MSc Digital Marketing - Distinction | University of Salford, United Kingdom | 2024 - 2025

BSc (Hons) Software Engineering | Lancaster University & COMSATS University | 2014 – 2018

PLATFORMS & TOOLS

Meta Business Suite & Ads Manager | TikTok Ads Manager | Google Ads | Google Analytics 4 (GA4) | YouTube Studio | WordPress / CMS | Conversion Tracking, Pixels & Platform APIs | Adobe Photoshop | Illustrator | Premiere Pro | After Effects | Social Analytics & Reporting

PORTFOLIO AND CAMPAIGN EVIDENCE

babu.social/umair-portfolio

Case studies, event production and analytics

