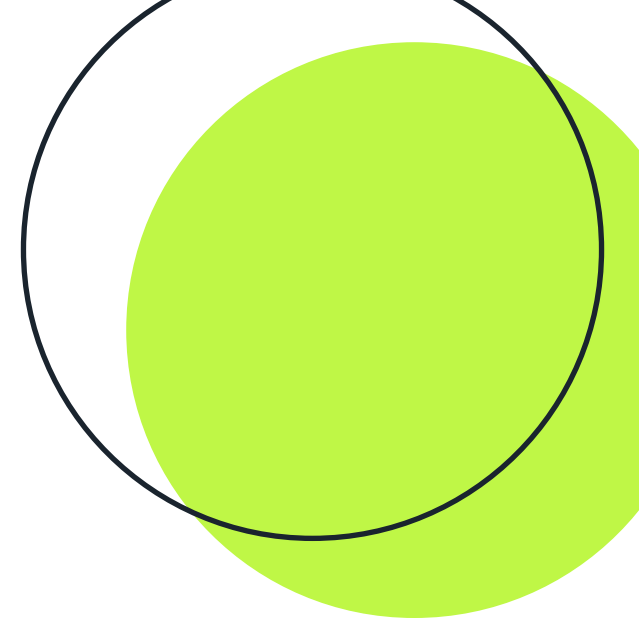


PORT  
**Hello,**  
FOLIO  
**I'm**  
**Umair**

Marketing Manager

Growth • Campaigns • Partnerships • Live Production

SPORT • TECHNOLOGY • AI • ESPORTS



[babu.social](https://babu.social)  
[umair@babu.social](mailto:umair@babu.social)

Muhammad Umair • International • UK wide

# MARKETING LEADERSHIP FROM STRATEGY TO DELIVERY

I lead marketing where sport, technology and live experiences meet.

Since 2022, I have helped shape DCL's global growth, campaigns, partnerships, digital platforms and event production, leading a multidisciplinary team while remaining close to performance, creative quality and delivery.

My strength is turning complex opportunities into clear campaigns, coordinated teams and measurable audience or commercial outcomes.

**Email :**

[umair@babu.social](mailto:umair@babu.social)

**Website :**

[babu.social](http://babu.social)

**LinkedIn :**

[in/babuumair](https://in.babuumair)

**Instagram :**

[@babuumair1](https://@babuumair1)





## EXECUTIVE SNAPSHOT

# Scale. Leadership. Delivery.



## IMPACT AT A GLANCE

- **Billion+:** Cumulative platform reported views across organic and paid activity, 2022–2026
- **8–9:** Multidisciplinary team led across social, design, video, web and production
- **1500+:** Tracked Blocktrade registrations generated in the opening weeks
- **200K+:** Targeted European registration traffic generated for A2RL in a matter of days
- Campaigns and live activations delivered across **Europe, the Middle East, North America and Asia**
- Cumulative platform views are non deduplicated and do not represent unique people. Results are supported by platform and campaign exports.

END-TO-END MARKETING

# What I lead

A complete marketing remit, from business objectives and positioning to campaigns, crews, live moments and measurable performance.



## STRATEGY & POSITIONING

Audience priorities, campaign objectives, budgets and KPIs.



## GROWTH & PERFORMANCE

Plan and optimise organic and paid activity across Meta, TikTok, Google and YouTube.



## Content & Creative Direction

Shape campaign concepts, editorial formats, video, social content and production direction.



## EVENTS & PARTNERSHIPS

Turn partner objectives and live moments into connected audience experiences.



## Digital Channels & Community

Lead website, campaign pages, audience journeys and conversion requirements.



## LEADERSHIP & OPERATIONS

Build teams, align stakeholders, manage delivery and improve work through reporting and feedback.

DIRECTION • OWNERSHIP • DELIVERY

# Work Process

I set the direction, give people room to own the work and step into the details when quality, timing or performance needs it. Clear priorities, visible support and hands on judgement keep delivery moving.

## Set direction

Define objective and commercial priority.



## Find insight

Understand audience and opportunity.

## Brainstorm

Align brand, channels, budget and partners.



## Activate

Produce, launch and amplify.

## Improve

Report, learn and optimise.



## Website and Digital Ecosystem

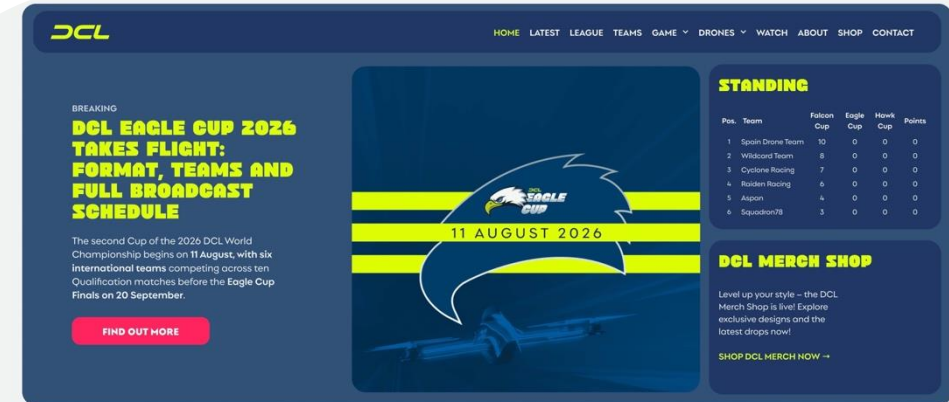
# BUILDING DCL'S DIGITAL FRONT DOOR

I took ownership of the marketing concept and content direction for DCL's new website, translating the league's positioning, events and audience needs into a clearer digital experience.

Beyond the website, I conceived and shaped digital magazine and episodic race-content formats, then coordinated the systems needed to produce them—from race recording and commentary to graphics, editing, quality control and publishing.

WEBSITE • DIGITAL MAGAZINE • RACE EPISODES • LIVE-TO-SOCIAL CONTENT

[Read more](#)



### ABOUT US

## ABOUT THE DCL - DRONE CHAMPIONS LEAGUE

The Drone Champions League (DCL) is the world's leading mixed-reality drone racing league, uniting top pilots and stunning real-world locations in an immersive racing experience.

With **Digital Twin technology**, we merge the virtual and real worlds, pushing the boundaries of drone sports. Our simulation game, **DCL - The Game**, brings the thrill of drone racing to everyone on PC, PlayStation, and Xbox.

Beyond racing, we drive innovation in AI, robotics, and autonomous flight, collaborating with top universities and partners. Through our **STEM programs**, we inspire and train the next generation in drone technology, empowering future leaders in emerging fields.

[WHO WE ARE](#)

OUR PARTNERS

# BUILT A REPEATABLE ORGANIC AND PAID GROWTH ENGINE

DCL FACEBOOK INSIGHTS | 1 JANUARY–28 AUGUST 2026

01

**Billion+**

Cumulative platform reported views

02

**2023**

147.8M impressions | 95.7M reach

03

**2024**

421.6M impressions | 262.2M reach

04

**2025**

405.5M impressions | 306.2M reach

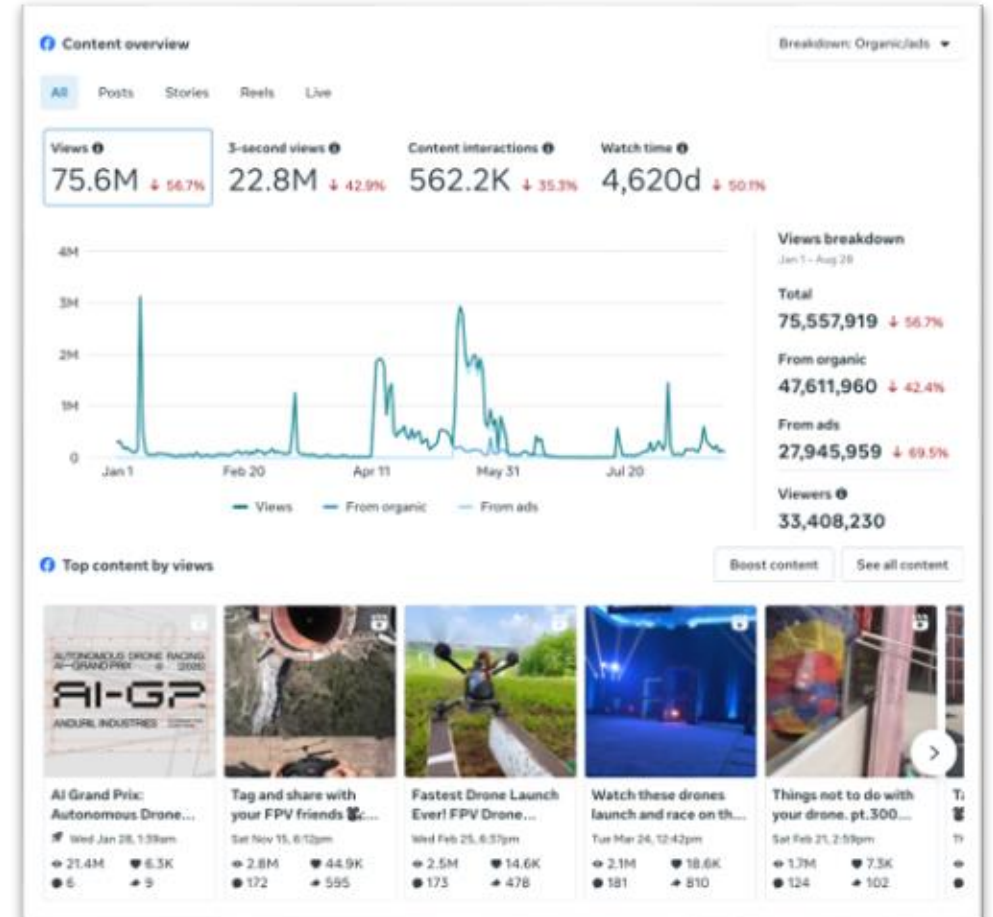
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**2026**

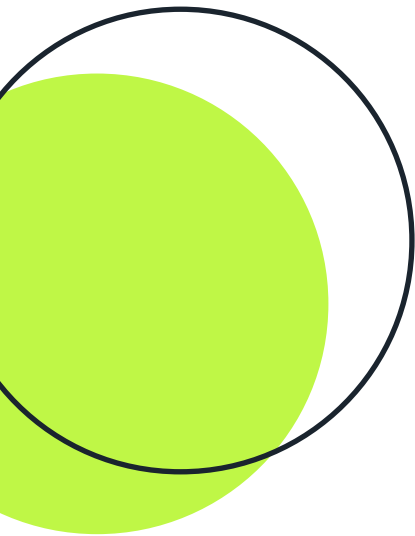
139.8M views | January–August

## Strategy

I lead DCL's channel strategy, editorial cadence, community distribution and paid media across Meta, TikTok, Google and YouTube, from audience planning and conversion tracking to creative testing, optimisation and performance reporting.



2023–2025 figures use historical platform reach and impressions. 2026 covers 1 January–28 August and uses platform-reported views.



SPORT • TECH

# SELECTED WORK & CASE STUDIES →

Partnerships, competitions and destination stories across Abu Dhabi, Dubai, AlUla, Riyadh, Königssee and global technology audiences.





ORGANIC GROWTH • AUDIENCE INSIGHT • ZERO MEDIA SPEND

# A SMALL UGC TEST CHANGED DCL'S ORGANIC STRATEGY

## CHALLENGE

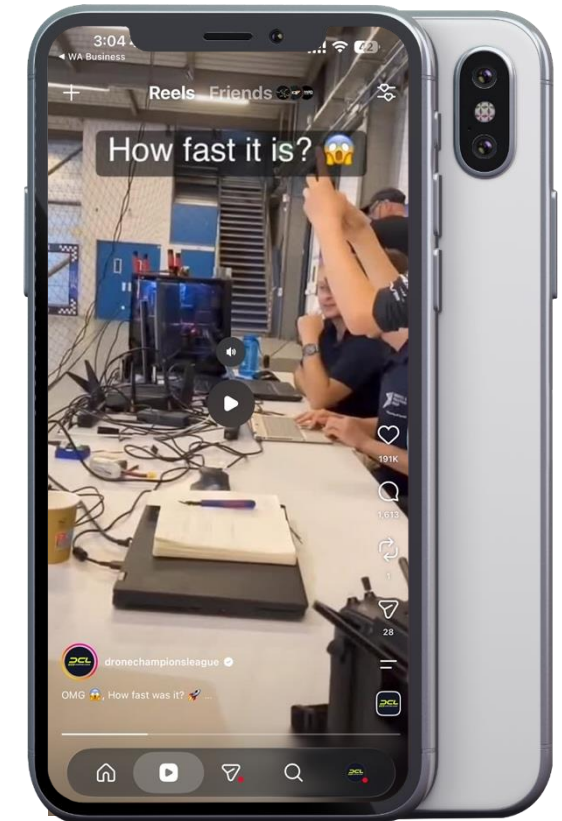
DCL needed stronger organic distribution, but management was cautious about introducing user generated content into the brand.

## JUDGEMENT

I proposed a low risk pilot instead of asking for a large strategic change upfront. I secured creator permissions, adapted the content for DCL and published two carefully selected videos.

## RESULT

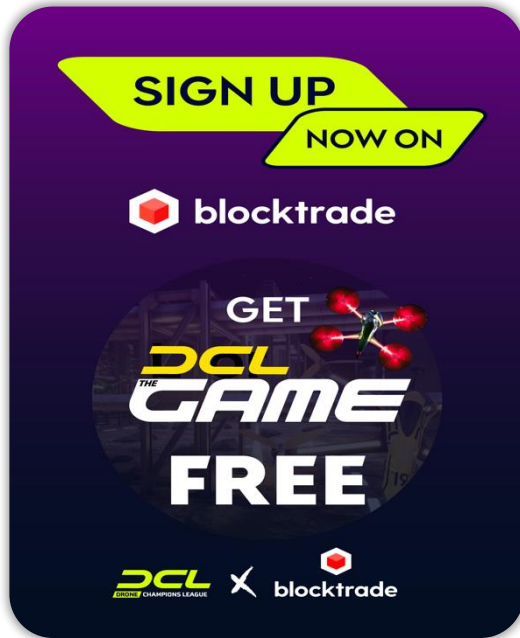
- [6M+ TikTok views](#)
- [6M+ Instagram views](#)
- Zero paid media



The response gave management the confidence to adopt a broader UGC programme, creating a scalable source of organic attention and community growth.

PARTNERSHIP MARKETING • CONVERSION • EUROPE

# DCL × BLOCKTRADE: TURNING AMBIGUITY INTO CONVERSIONS



## CHALLENGE

DCL needed to generate registrations for a crypto partner despite limited campaign material, an unfamiliar audience crossover and restricted website access because of security requirements.

## JUDGEMENT

I researched the market and platform requirements, developed a Europe first acquisition strategy, shaped the campaign creative and worked within the restricted technical environment to implement conversion tracking.

## RESULT

- 1500+ tracked registrations in the opening weeks

The campaign turned a difficult partnership brief into a measurable commercial result and demonstrated my ability to learn quickly, solve technical constraints and remain accountable for conversion.

A2RL x DCL • PERFORMANCE CAMPAIGN • EUROPE • F1 FAN ZONE

# 200K+ TARGETED EUROPEAN REGISTRATION VISITS IN 2 DAYS

## OBJECTIVE

Generate genuine, relevant European traffic to A2RL's drone-racing page within a short campaign window.

## APPROACH

Built detailed geographic and interest-based targeting around autonomous systems, AI, robotics, FPV racing and technology audiences. Structured the campaign by market, tested creative variations and optimised delivery daily.

## RESULT

- 200K+ registration page visits from selected European markets in two days.



The campaign delivered scale without losing geographic or audience relevance.

A2RL x DCL • F1 FAN ZONE • ABU DHABI • 2024

# BRINGING AI & FPV DRONE RACING TO THE F1 FAN ZONE

## MY ROLE

Led DCL side marketing and onsite content production, shaping the event story and directing camera coverage, interviews, commentary, b-roll, paid campaign and social content.



## Yas Marina Circuit

During the 2024 Formula 1 Abu Dhabi Grand Prix weekend, A2RL and DCL delivered an interactive drone-racing activation in the Fan Zone at Yas Marina Circuit. Live FPV exhibition races, AI demonstrations and simulator experiences introduced motorsport fans to the next generation of racing.

CONNECTING DRONE RACING, AI AND GLOBAL MOTORSPORT.



A2RL x DCL • ADNEC MARINA HALL • 11–12 APRIL 2025

# MARKETING A WORLD FIRST AI DRONE CHAMPIONSHIP

The inaugural A2RL x DCL Autonomous Drone Championship brought 14 international AI teams and elite human FPV pilots together across four race formats and a \$1 million prize competition.

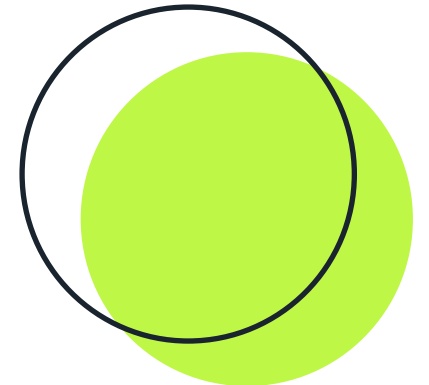
I led DCL side marketing end to end: campaign strategy, partner alignment, website and social content, paid distribution, live coverage and post-event storytelling.

**APRIL 2025**



## Two Racing Worlds. One Global Stage.

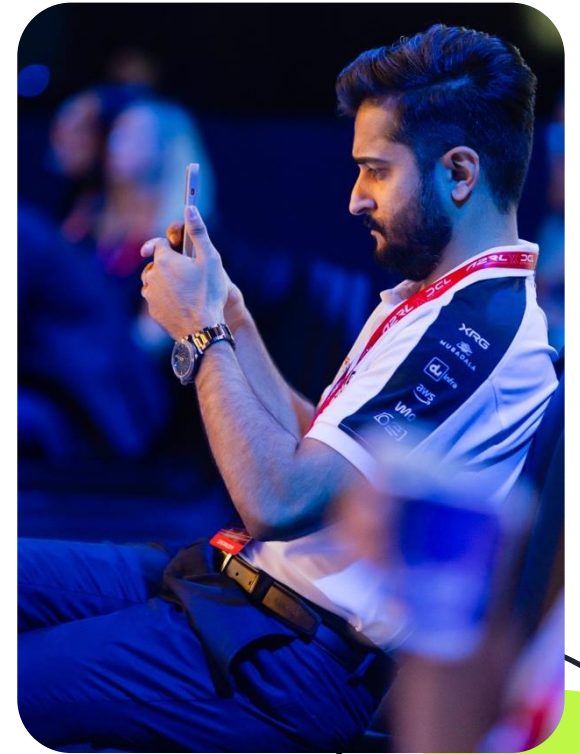
- 14 INTERNATIONAL AI TEAMS
- 4 FPV Pro Teams
- \$1M PRIZE POOL
- 2,500+ SPECTATORS





A2RL x DCL • ADNEC MARINA HALL • 11–12 APRIL 2025

# A2RL x DCL at ADNEC



YAS MARINA CIRCUIT • 27 APRIL 2024

# MAKING FPV RACING PART OF A LANDMARK MOTORSPORT EVENT

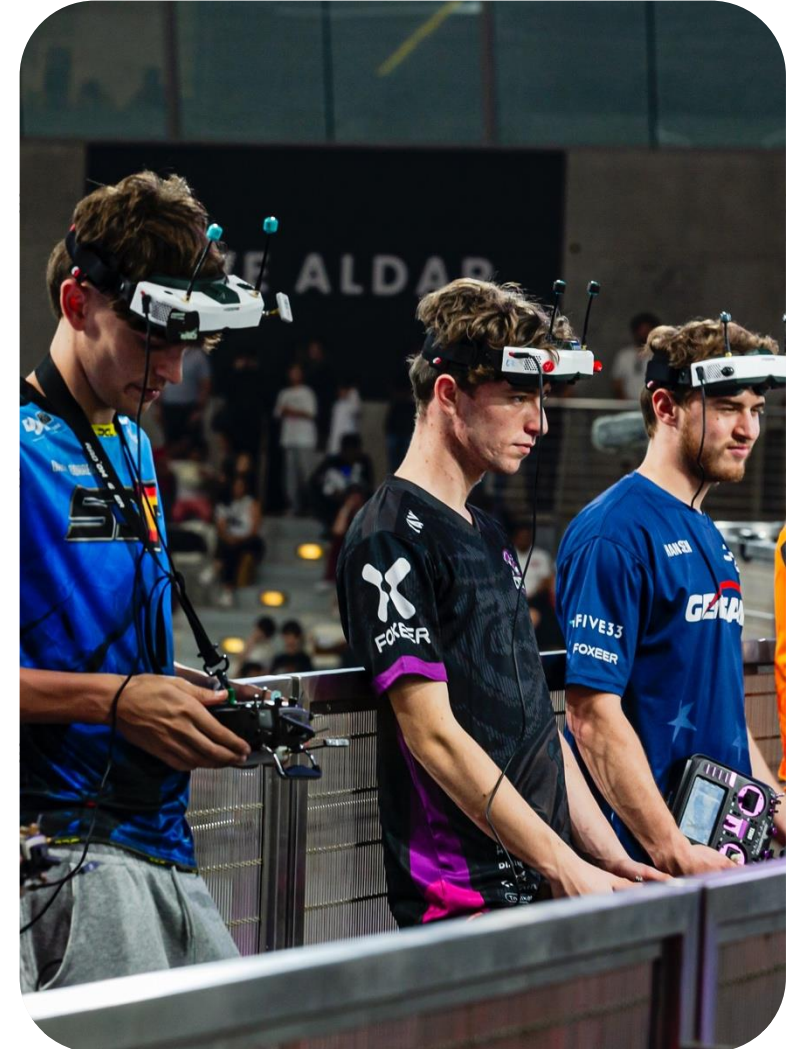
The DCL24 Drone Prix Split 1 Finale brought real-life FPV drone racing to Yas Marina Circuit alongside the inaugural A2RL autonomous car race.

I owned DCL side marketing from campaign planning and event storytelling to partner coordination, live social coverage and post-event amplification, helping make the FPV finale a high-energy part of a major technology and motorsport experience.

**APRIL 2024**

## Yas Marina Circuit

- 10,000+ SPECTATORS
- Virtual Final at DriftX
- REAL LIFE FPV RACING
- A2RL AUTONOMOUS CAR RACE
- DCL BIG DRONE SHOW



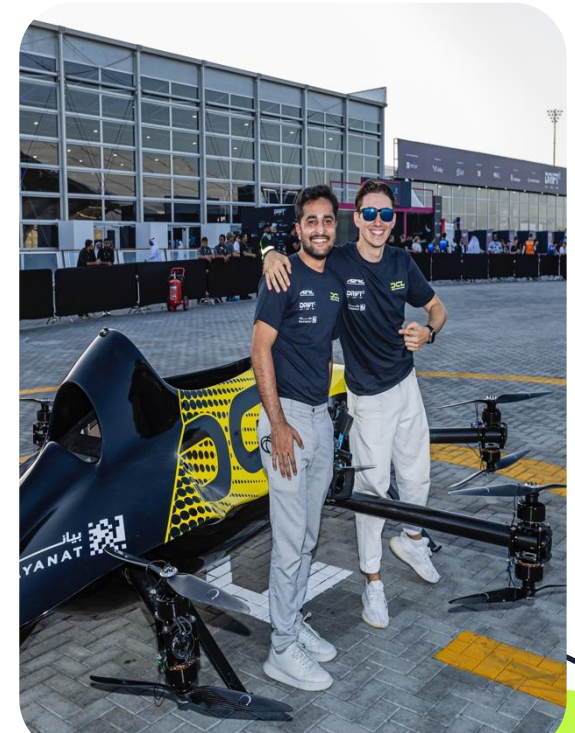
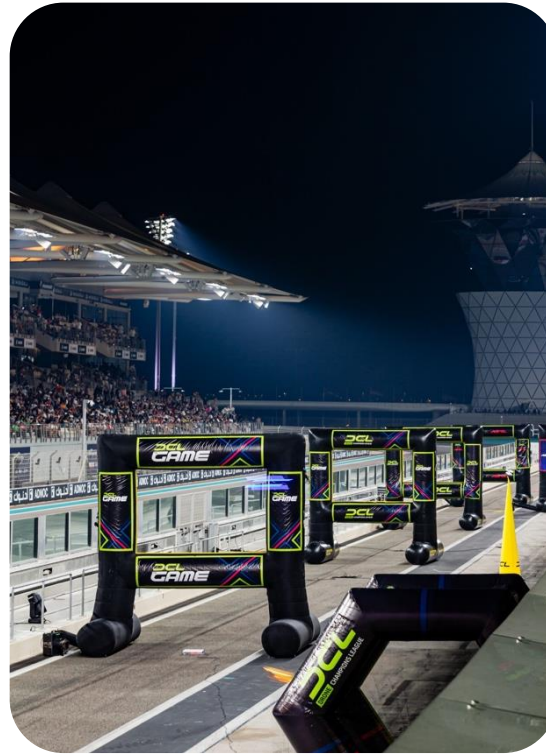
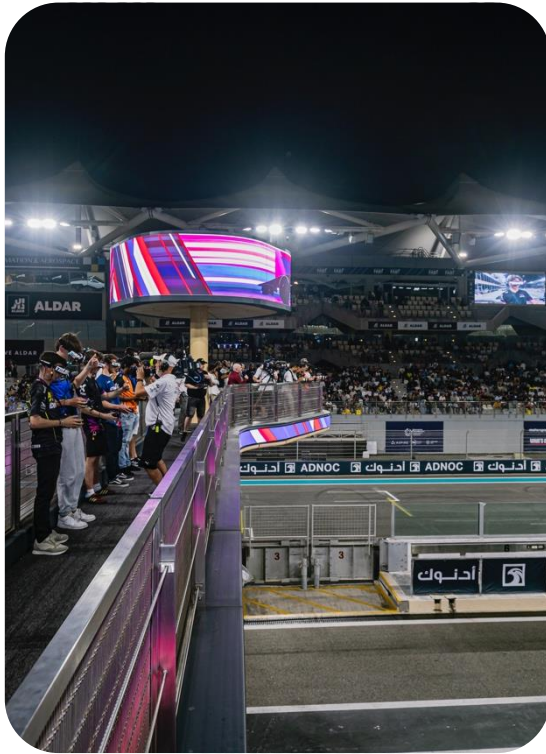


YAS MARINA CIRCUIT • 27 APRIL 2024

# Yas Marina Circuit

## Two Racing Worlds. One Global Stage.

Autonomous car plus drone racing and elite human FPV competition came together at Yas Marina Circuit, bringing frontier technology and high speed sports entertainment to more than 10,000 spectators.



DCL 2025 SUPER FINAL • KÖNIGSSEE, GERMANY

# TURNING A SEASON INTO AN EPISODIC FINALE STORY

At LOTTO Bayern Eisarena, the 2025 DCL Super Final transformed a full season of virtual competition into a real world championship finale. I led the marketing and content direction around the event, connecting the Cup campaigns, onsite storytelling and post-event releases into one cohesive audience journey.

[View more](#)

## SEASON STORY

Connected three Cup campaigns to the real life Super Final, building anticipation and giving the season a clear narrative conclusion at LOTTO Bayern Eisarena.



## CONTENT DELIVERY

Coordinated social coverage, commentary, YouTube publishing and post-production, turning the live finale into episodic and short-form content that continued beyond race day.



## ONSITE DIRECTION

Defined race narratives and capture priorities—including camera angles, interviews, pilot moments and essential b-roll—then aligned the onsite team around the required outputs.





ANDURIL × DCL • AI GRAND PRIX • 2026

# BUILDING A GLOBAL AUDIENCE FOR AUTONOMOUS RACING

I lead DCL-side marketing for Anduril's global autonomous drone-racing competition across launch campaigns, social media, website content, paid distribution, participant communications, analytics and partner coordination.

More than 3,000 teams entered worldwide. The competition progresses from virtual qualification to physical racing in California and a \$500,000 prize-pool finale in Ohio.

[2026](#)

## Overview

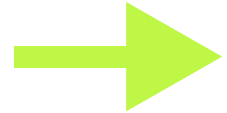
- 3,000+ TEAMS
- \$500K PRIZE POOL
- GLOBAL VIRTUAL TO PHYSICAL COMPETITION





Production • Direction

# **DIRECTING EVENT CONTENT FROM CAMERA PLAN TO DIGITAL RELEASE**



I lead DCL-side content and production direction while working with specialist event and camera crews.

## BEFORE THE EVENT

Define required outputs, stories, camera positions, GoPro and wide angle coverage, interviews, commentary, pilot moments and venue footage.



## AFTER THE EVENT

Structure episodes, social edits, highlights and partner content, then coordinate quality control and digital release.



## ON SITE

Brief the production crew, align priorities, review framing and make live creative decisions as the event develops.



## SELECTED EVENTS

- Riyadh — 2026
- Königssee — 2025
- ADNEC — 2025
- Yas Marina & F1 Fan Zone — 2024
- AIUla — 2023
- Dubai Esports Festival — 2023



CASE STUDY • 2022–PRESENT

# Growth & paid media engine

Set channel strategy, editorial rhythm, website, community and race-content distribution, then operated paid media across Meta, TikTok, Google Search, Performance Max and YouTube, from audience planning and campaign setup to creative testing, conversion tracking, optimisation and reporting.

**Billion+**

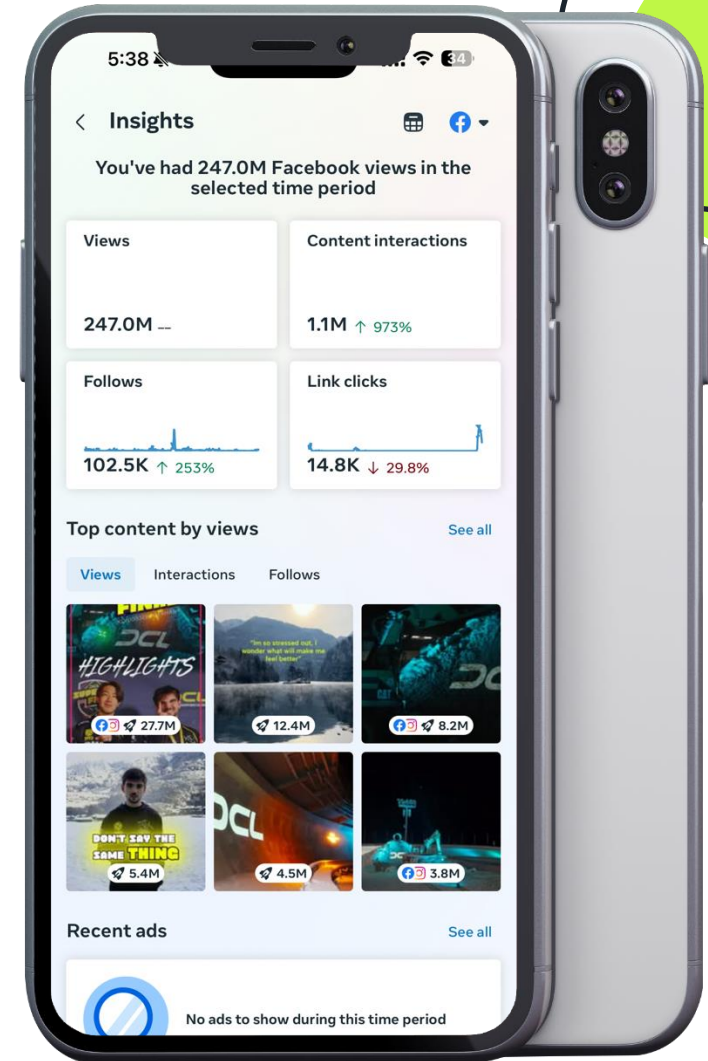
## Verified views

Organic + paid activity

**Socials**

## Paid platforms

Meta Ads | TikTok Ads | Google  
Search | Performance Max |  
YouTube



DCL FACEBOOK INSIGHTS | FULL-YEAR 2025



DIRECTION • OWNERSHIP • SUPPORT

# Leading from the front

01

## Team

Set priorities and lead 8–9 across social, design, video and

02

## web. Content

Brief, coach and unblock the work.

03

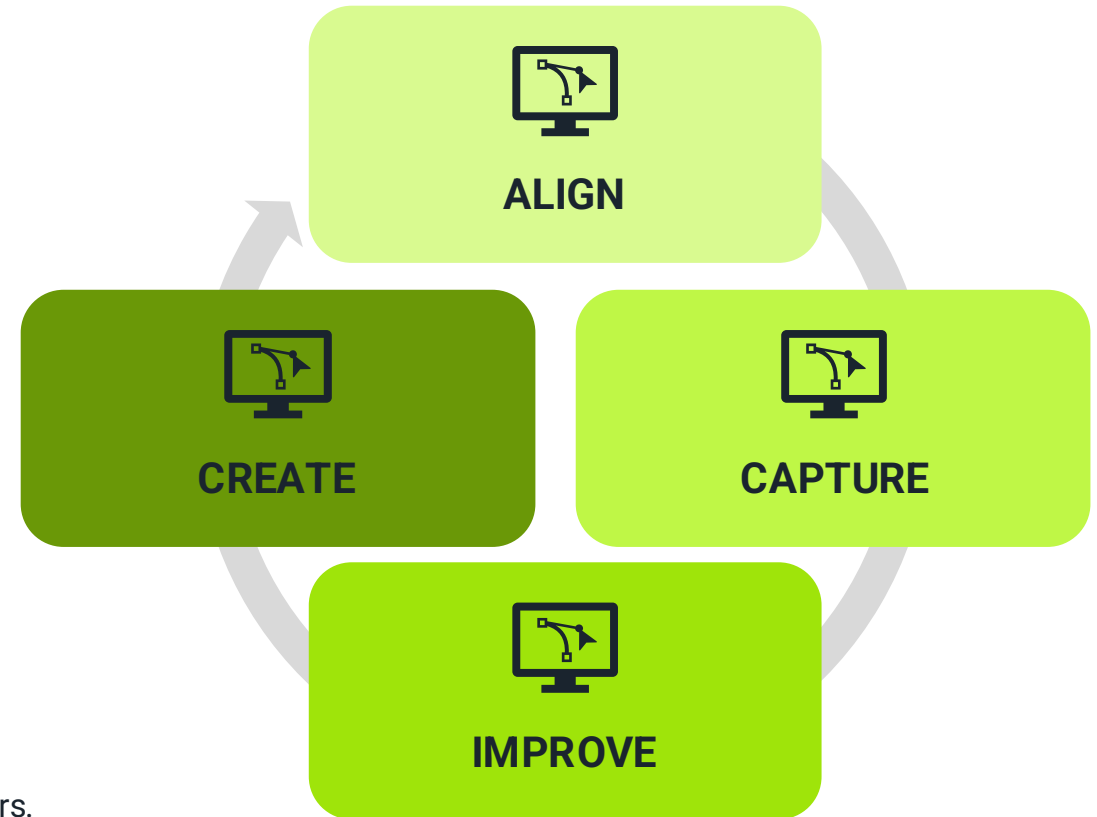
## Onsite

Own camera plans, creative quality and live production decisions.

04

## Stakeholders

Align ownership, quality and outcomes across internal teams and partners.

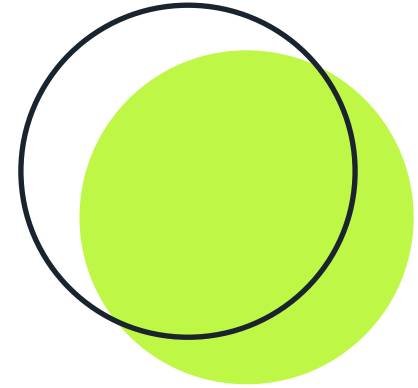


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## Team Leadership

# BUILT THE TEAM AND HELPED PEOPLE GROW

I build teams around clear ownership, practical support and high standards. As DCL's workload expanded, I grew the marketing function from a one person operation into a distributed 8–9 person team, personally recruiting, onboarding and developing people while remaining close to delivery.



## SCALING CAPACITY

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Expanded a one person marketing function as DCL's campaigns, partnerships and production requirements grew.

## HIRING FOR IMPACT

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Personally interviewed and selected 8–9 people across social, design, video and production, prioritising capability, reliability and role fit.

## CLEAR SYSTEMS

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Introduced clearer briefs, onboarding, feedback and quality control routines while remaining available to unblock difficult work.

## DEVELOPING TALENT

---

Mentored an entry-level social assistant into a Social Media Specialist who remains an important member of the team.



Technical foundations. Creative experience. International marketing leadership.

# Career Journey



2022–Present



## Marketing Manager | Drone Champions League

Lead global marketing across drone racing, esports and AI-led events. Manage a team of 8–9, overseeing campaign strategy, paid media, content production and partner marketing—from planning to live-event delivery.



2021–2022



## Marketing Specialist — Promo AD

Managed social media, paid campaigns, influencer activity and creative production across multiple agency clients, adapting campaigns to different brands, audiences and objectives.



2018–2020



## Earlier Experience | Software, Design & IT

York Vivant · AA Cash & Carry · Laundrex



Connecting marketing expertise with a technical foundation.

# EDUCATION & DEVELOPMENT



2024–2025



## MSc Digital Marketing

University of Salford, United Kingdom



2014–2018



## BSc (HONS) SOFTWARE ENGINEERING

Lancaster University, United Kingdom



2014–2018



## SOFTWARE ENGINEERING

COMSATS University, Pakistan

A technical foundation that supports my work across websites, analytics, tracking, digital platforms and production systems.



Testimonials

# WHAT COLLEAGUES SAY

[Read more](#)



**SHANE PRINCE**

Technical Lead

"Umair has achieved significant measurable results since joining DCL. His determination and commitment to optimise DCL's advertising spend made him a very valuable member of the team."



**Jess Gastaud**

Events & Programme Manager

"Umair is far from someone who simply does what he is told. He constantly shares ideas, seeks improvements and contributes to long-term strategy."



**MICHELA CONGIU**

Project Management

"He brings calm, clarity and kindness to every interaction. The strategies he has put in place have played a huge role in DCL's growth and visibility."



**ISEMA OSAAGA**

Chief Technology Officer

"Some of our biggest digital wins have come from his ideas. He brings heart, focus and a clear understanding of what makes people pay attention."

# PROTECTING BUSINESS- CRITICAL DIGITAL ASSETS

2022

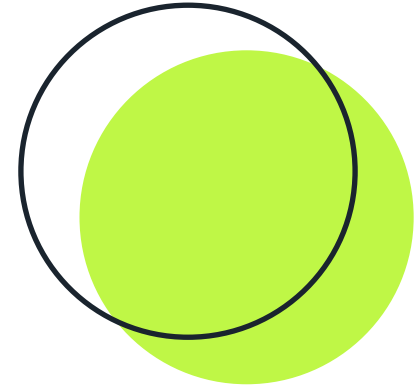
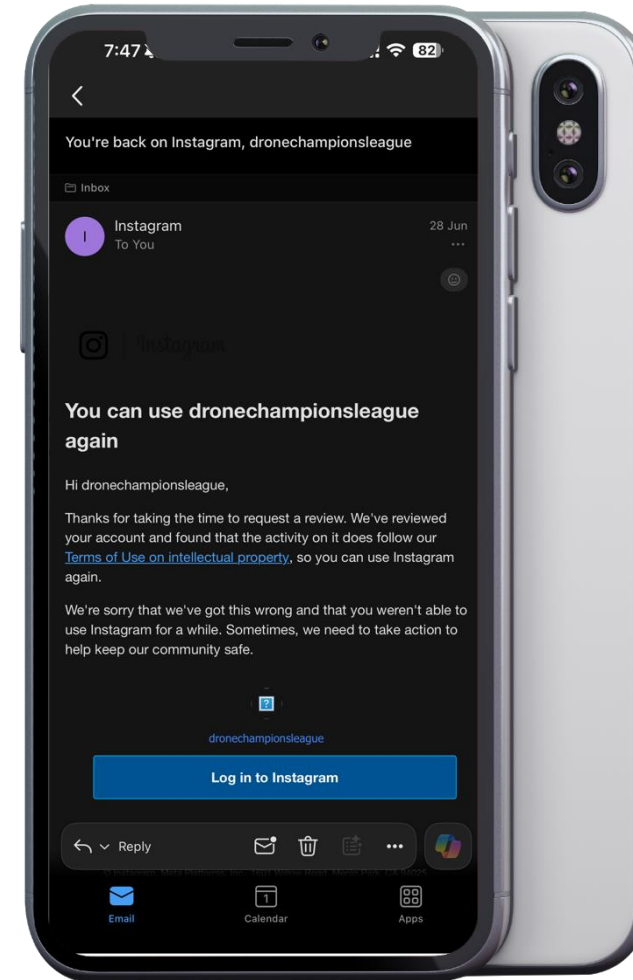
## FACEBOOK ACCOUNT RECOVERY

A DCL Facebook page with more than 12 million followers was compromised through a legacy administrator account. I investigated the likely access path, assembled ownership evidence and managed a months-long escalation with Meta until the page was restored.

2026

## INSTAGRAM ACCOUNT REINSTATEMENT

A DCL Instagram account was wrongly suspended following a copyright report despite the company holding permission. After standard support routes failed, I documented the evidence, developed a formal escalation and coordinated with legal counsel in Liechtenstein. The account was reinstated.



**Outcome:** Restored two critical brand channels through persistence, evidence and structured escalation.



## Analytics Evidence

# RESULTS BACKED BY PLATFORM AND ANALYTICS EVIDENCE



DCL TIKTOK INSIGHTS | 365 DAYS ENDING 27 AUGUST 2026

## SELECTED SOURCES

Meta Business Suite • TikTok Ads Manager • Google Ads • Google Analytics • Website conversion tracking

## Available evidence includes:

- Annual Meta, TikTok, Google and YouTube results for 2024, 2025 and 2026
- Event specific campaign reporting
- Website and landing-page analytics
- Paid media and organic-content performance
- Audience, geography and platform breakdowns



**BABU SOCIAL**

Engage & Entertain

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MARKETING MANAGER • GLOBAL LEAD • UK

# LET'S BUILD WHAT PEOPLE NOTICE NEXT

## Muhammad Umair

Marketing Manager | Growth, Campaigns & Live Production

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Manchester focused • UK wide



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