

Abba Oumar Moustapha Abdoulaye

Marketing, Brand and AI Strategist · Dubai, United Arab Emirates

Profile

Marketing manager, business analyst and brand specialist based in Dubai. My work sits where three things meet: what a business promises, what a customer actually experiences, and what the numbers say afterwards.

That combination is unusual. Most marketing people stop at the promise. I hold an MBA in Marketing and Business Analysis and a degree in Computer Applications, so I can design a brand and also specify the platform that runs it.

I work in six languages across the UAE and internationally, with businesses that want to be found, understood and chosen.

Areas of work

Brand strategy and positioning. Decide what you stand for before deciding how you look. Positioning, messaging and a brand story your team can repeat without a script.

Marketing strategy. One written plan that connects the market, the message and the budget, with owners and numbers attached to every channel.

Social media and content. A content system a small team can actually sustain, built bilingually for the UAE, measured on business results rather than likes.

SEO and AI search visibility. Get found on Google and named inside AI answers. Technical SEO, structured data and content written to be quoted by both.

AI marketing automation. Replace the manual follow-up that quietly caps growth. Lead capture, routing, reminders and AI-assisted replies with a human approving every send.

How the work runs

01 Understand. I start with your business, not your channels. Who buys, why they buy, what they compare you against, and what stops them. Nothing gets designed before that is written down.

02 Position. We decide what you stand for and, more importantly, what you do not. That single decision makes every later choice about design, content and budget faster and cheaper.

03 Systemise. Then we build the machine: the content engine, the automation, the search presence, the reporting. Repeatable, documented, and running without you in the room.

Speaking

I speak on branding, marketing systems and how AI is changing the way customers find businesses. Available for conferences, panels, corporate workshops and university programmes.

Background

MBA, Marketing and Business Analysis — strategy, research and management

Bachelor of Computer Applications — software, systems and applied computing

Languages — English, Arabic, French, Persian, Urdu, Malayalam

Areas of work — Brand strategy · Marketing management · Business analysis · Social media strategy · SEO and AI search · Marketing automation · Customer experience · Corporate communications · Digital transformation · Team leadership

Contact

Based in Dubai, United Arab Emirates. Working with clients across the UAE and internationally. Reply usually within one business day.

Website, email and phone are listed at the top of the website this profile came from.