SREEJITH SUJITH

PERFORMANCE MARKETING | REVENUE GROWTH | AI AUTOMATION

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No employer visa sponsorship required

PROFILE

Performance marketer using paid advertising, consumer psychology and AI to grow revenue and improve efficiency. Experienced in strategy, copywriting, websites, creative production and sales.

PROFESSIONAL EXPERIENCE

LEARNERS EDUCATION

Senior Marketing Executive | Dubai, UAE | Feb 2025 to Present

- Helped grow monthly revenue from **AED 2M to AED 5M**, a **150% increase** and an additional **AED 3M** per month.
- Reduced customer acquisition cost from **AED 3,300** to an average of **AED 1,800** for the year to date, a **45.5% reduction**.
- Built the internal marketing function as its first hire, taking over campaign execution from an overseas agency.
- Managed approximately **AED 220,000** in monthly advertising spend supporting more than **AED 3M** in associated revenue.
- Ran Meta, Google and TikTok campaigns with tailored offers, ad scripts and landing pages for working professionals, including airline and banking employees.
- Analysed lead sources and admissions to identify which campaigns generated enrolments.
- Used AI for campaign research, copywriting, creative development and performance analysis.

PET EXPRESS ANIMALS TRADING LLC

Marketing Executive | Dubai, UAE | Apr 2024 to Feb 2025

- Generated **8 international pet relocation bookings** per month at an average service fee of **AED 1,800**. **AED 3,000** in Google Ads spend generated **AED 14,400** in service fee revenue, a **4.8x return on ad spend (ROAS)** and **AED 375** cost per booking.
- Generated **20 pet grooming bookings** per month at an average value of **AED 180**. Meta Ads spend of **AED 2,500** generated **AED 3,600** in initial booking revenue, **1.44x ROAS** and **AED 125** cost per booking.
- Turned pet owners' concerns from Reddit and Facebook research into distinctive grooming ads and sales copy.
- Built grooming campaigns around trust and recurring care needs, focusing on **repeat bookings** and **customer lifetime value** beyond the first appointment.
- Automated enquiry responses, initial relocation emails and lead qualification, with specialist handoff after initial payment. Reduced unqualified enquiry handling and enabled **one person** to manage work previously requiring **three**, a **67% reduction** in staffing needs.
- Built a dedicated landing page for each Google Ads offer with a clear enquiry action. Rebuilt the website with search optimised pages, customer stories and pricing guidance.

SELECTED CONSULTING WORK

AL NAJM HOME SERVICES

Freelance Marketing, Sales and Booking Systems | Dubai, UAE

- Generated **AED 9,500** in **monthly recurring revenue** from **AED 1,300** in ad spend, equal to **7.3 times** the advertising investment. Owned marketing, sales and bookings.
- Built a **booking platform using AI** to support the customer journey from enquiry to confirmed booking.
- Created **one monthly cleaning and laundry subscription** for higher income households. Positioned complete home care as an affordable alternative to hiring a full time maid, rather than competing on hourly price.

EDUCATION

University of Western Ontario, Canada | 2020 to 2024
Economics & Finance

CORE SKILLS AND TOOLS

Paid advertising • Customer acquisition cost and ROAS analysis • Conversion optimisation • Sales copywriting • Creative testing • AI workflows • Search engine optimisation (SEO)

Meta Ads, Google Ads, TikTok Ads, Snapchat Ads, LinkedIn Ads, YouTube, Excel, ChatGPT, Figma and Canva.