



MUDDASHIR SIDDIQUE

HEAD OF MARKETING & PRODUCT STRATEGY

Growth-driven Head of Marketing & Product Strategy with **10+ years of proven experience** driving user acquisition, brand expansion, and revenue growth across fintech, AI, and Web3 ecosystems. Skilled in building scalable digital products, executing data-driven GTM strategies, and optimizing product-market fit through customer insights and innovation.

I bridge marketing, product, and technology to transform underperforming funnels into growth engines, blending creative storytelling with analytical precision to deliver measurable ROI, strong retention, and sustainable market leadership for digital-first brands.

workwithmuddaa@gmail.com [+971 52 135 7203](tel:+971521357203) <https://muddaa.io> [Muddashir Siddique](#) [Dubai, UAE](#)

CORE COMPETENCIES

Growth & Performance Marketing

Product Strategy & Development

Growth Engineering

Go-to-Market (GTM) Execution

Brand Positioning & Strategy

User Acquisition & Retention

Marketing Automation & CRM

Paid Ads & Demand Generation

AI / ML Integration

AI-Driven Campaigns

AI Product Strategy

Data Analytics & CRO

Behavioral Analytics

UI/UX & Digital Experience Design

Full-Stack Development

APIs & Product Integrations

AI Agents & Workflow Automation

Tokenization & RWA Strategy

Web3 & Blockchain Marketing

Web3 Ecosystem Development

Brand Growth & Partnerships

CURRENT ROLE

HEAD OF MARKETING & PRODUCT / AI Analysis Group

Full Time | Dubai | Jan 2024 - Present

Leading global marketing, growth, and product strategy for AI-driven fintech and Web3 solutions, including AIA Pay, AIA Exchange, and a suite of AI-powered financial and analytical tools. Overseeing cross-functional teams of developers, marketers, and designers to drive user growth, optimize product experience, and scale global brand authority across institutional and retail segments. Collaborating closely with C-level leadership to align business strategy, product innovation, and global go-to-market execution, ensuring every initiative contributes to measurable growth, brand equity, and ecosystem adoption.

Key Highlights

- Directed end-to-end product development and roadmap for AIA Pay and AIA Exchange from concept to launch, enhancing UX/UI, onboarding flows, and feature adoption — resulting in a 40% boost in user retention and 3x faster activation.
- Built and executed the company's tokenization and RWA framework, enabling businesses to tokenize real-world assets, raise capital, and transition from Web2 to Web3 through a structured compliance-driven model.
- Designed growth systems, automation workflows, and analytics dashboards, empowering data-led decision-making across marketing, product, and development functions.
- Established comprehensive product analytics and performance measurement frameworks, enabling real-time visibility into user behavior, campaign ROI, and feature performance, driving continuous optimization across the product lifecycle.
- Oversaw the integration of AI into internal workflows, marketing automation, and product engineering, streamlining operations, improving data accuracy, and driving cross-departmental efficiency.
- Directed cross-functional sprints across marketing, design, and engineering, cutting product release timelines by 35% and accelerating go-to-market velocity.
- Pioneered AI-driven user behavior modeling and funnel optimization, enhancing product adoption rates, refining retention loops, and accelerating conversion through predictive insights.
- Spearheaded content, social, and performance marketing, achieving a 5x surge in user acquisition, a 7-figure sales pipeline, and a consistent inbound lead engine.
- Led strategic partnerships and negotiations with CoinTelegraph, major exchanges, and fintech platforms to enhance visibility, trust, and ecosystem adoption.
- Executed multi-channel GTM strategies integrating SEO, PR, paid campaigns, influencer marketing, and KOL collaborations — delivering 180% organic growth and 250% engagement uplift.
- Led and mentored a multidisciplinary team of marketers, designers, developers, and content strategists, aligning creative, product, and growth functions under unified OKRs for scalable execution and visibility.

PREVIOUS EXPERIENCE

GROWTH & PRODUCT MANAGER / FLAUNTE*

Contract | Dubai | Nov 2023 – Jan 2024

Led high-impact growth initiatives driving a 25% user increase in 4 months through digital campaigns, influencer partnerships, and UX optimization. Reduced CAC by 22% via data-led strategy and secured partnerships with 30+ wellness brands, expanding reach, retention, and overall engagement. Played a key role in aligning growth with product strategy and user lifecycle optimization.

SOCIAL MEDIA & GROWTH MANAGER / DIFX

Contract | Dubai | May 2023 – Aug 2023

Executed multi-channel marketing campaigns and influencer collaborations, increasing brand visibility by 35% and following by 20K+. Boosted engagement by 28% through optimized content workflows and improved lead flow by 25% with data-driven GTM alignment. Played a key role in positioning DIFX and BitDelta as leading multi-market fintech brands.

DIGITAL MARKETING MANAGER / ftNFT by Fastex

Full Time | Dubai | Jul 2022 – May 2023

Launched the world's first NFT shop at Mall of the Emirates, surpassing attendance projections by 300% and driving regional awareness. Managed multi-million AED campaigns, built a 18K+ community, and streamlined creative direction to unify global branding. Strengthened product-market positioning through events, PR, and influencer activations.

GLOBAL BRAND MANAGER / CoinW

Full Time | Dubai | Oct 2021 – Jul 2022

Directed international brand and event strategy for Web3 clients, elevating CoinW to Top 20 globally and Top 3 in Asia on CoinMarketCap. Secured \$500K+ in partnerships for TinyTrader and HyperBC, and executed campaigns across global crypto expos. Spearheaded unified branding and content alignment across teams in Dubai, China, and Australia.

DIGITAL MARKETING CONSULTANT / Freelance

Freelance | Global | Apr 2015 – Oct 2021

Delivered 50+ WordPress websites and 300+ UI/UX designs across industries including fintech, real estate, and eCommerce. Drove measurable ROI with campaigns achieving 5–10× ROAS through SEO, content, and PPC strategy. Enhanced brand performance and lead generation for 100+ global clients.

BUSINESS CONSULTANT / Virtusa

Internship | Sri Lanka | Jan 2021 – Apr 2021

Streamlined global software deployment using SCRUM, achieving 96% implementation success ahead of schedule. Conducted demos, documentation, and training for cross-regional teams to optimize project efficiency. Supported AWS Cloud transformation initiatives and process improvement frameworks across business units.

i For a detailed overview of my previous role, please visit my website, LinkedIn profile or reach out via email, and I'll gladly share more information.

EDUCATION

BBA IN BUSINESS MANAGEMENT & MANAGEMENT INFORMATION SYSTEM

/ Northwood University, MI, USA / C. GPA – 3.08/4.00

CERTIFIED DIGITAL MARKETING PROFESSIONAL (CDM PRO)

/ Digital Marketing Institute, Ireland / 83% (Top 9%)

i Other credentials include 30+ certifications from HubSpot and Google.

REFERENCES

AULFATH ABDULLAH / e. aulfath.abdullah@esanjo.com

Accounting & Finance Specialist, Esanjo

WASIL NAWFAL / e. mohamed.wasil@gmg.com

Senior Finance & Planning Analyst, Gulf Marketing Group

TECHNICAL SKILLS

Figma Adobe Creative Cloud Canva CapCut
WordPress WooCommerce Shopify React Native
NextJS Tailwind CSS HTML5 Framer MongoDB
Render Vercel GitHub Firebase HubSpot Make
Zoho CRM SEMrush Ahrefs Google Analytics (GA4)
Hotjar JIRA Asana ClickUp Monday.com Zapier
Trello Slack Notion Microsoft 365 Google Workspace
Mailchimp SendinBlue Twilio SendX Manychat
Klaviyo Google Ads Meta Business Suite LinkedIn Ads
TikTok Ads Telegram Ads X Ads Manager Coinzilla
ChatGPT Gemini Claude Midjourney Runway
HeyGen CaptionsAI ElevenLabs Studio D-ID