HUSNIDDIN SUBHONOV

Growth Marketing | Acquisition | Creative | AI-assisted execution

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PROFILE

Hands-on growth marketer connecting audience and competitor research with positioning, Meta advertising, creative production and lead tracking. I also use AI-assisted development and generative media to build websites, workflow systems and short-form video experiments.

SELECTED EXPERIENCE

Adulis Properties

Head of Growth / Performance Marketing Lead | Aug 2025 - Apr 2026 | Dubai, UAE

Connected project, competitor and audience research with offers, multilingual messaging, hooks, scripts and video creative.

Ran and tested Meta acquisition campaigns across UAE, GCC and international markets; used campaign signals and sales feedback to refine the work.

Reported scope: 570+ paid leads and AED 50K+ tracked Meta spend. Built and maintained a workflow covering 850+ lead records, follow-up and pipeline status.

Empire City

Marketing Manager (Social & Growth), part-time | Jun 2025 - Aug 2025 | Dubai, UAE

Owned short-form content from concepts and scripts through filming, editing and publishing for employer branding and recruitment.

Reported outcomes: 300K+ organic views, 1,000+ organic followers and 150+ job applications. These are separate outcomes, not a measured conversion funnel.

MLK Real Estate

Marketing Manager | Jan 2025 - Jul 2025 | Dubai, UAE

Combined project and competitor research with creative testing, video production and Meta campaign work.

Reported scope: 300+ inbound leads and enquiries, with approximately AED 14 blended acquisition cost across documented campaigns.

Built a Google Sheets CRM to organize incoming enquiries and make follow-up visible.

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Experience, practical capabilities and independent builds

World Brand Studio

Marketing Manager | Mar 2024 - Sep 2024 | Dubai, UAE

Social strategy and creative production across agency and client accounts, including Challenge Real Estate.

Developed monthly content plans, messaging and creative direction across agency and client accounts, including Challenge Real Estate. Produced short-form content and managed multiple client workflows and performance reviews.

Freelance

Freelance Marketing & Growth | Jan 2022 - Feb 2024 | Remote

Digital marketing, social media and acquisition projects for small businesses and multiple clients.

Created advertising assets and promotional campaigns across Meta and VK, combining paid and organic channels with strategy and direct client communication.

INDEPENDENT BUILDS & EXPERIMENTS

Portfolio & HUSNIDDIN OS: AI-assisted development of a public portfolio and private workspace for content, tasks, analytics and agent workflows.

Automation OS: a personal project connecting bot components, recurring work and service integrations. Development is ongoing.

AI video: personal experiments combining concepts, character references, shot direction, generation and editing, including Higgsfield and Wan.

PRACTICAL CAPABILITIES

Growth marketing | Meta advertising | Market research | Audience segmentation | Creative strategy | Short-form video | Lead tracking | Google Sheets CRM | AI-assisted websites | Workflow design

LANGUAGES

English - Full professional proficiency

Russian, Tajik, Uzbek - Native or bilingual

Turkish - Limited working proficiency

Persian (Farsi) - Conversational

SELECTED LEARNING & CERTIFICATIONS

Digital Marketing Professional Certificate - Content Marketing Institute, Mar 2026

LinkedIn Marketing Strategy - Mar 2026

LinkedIn Content and Creative Design - Mar 2026

Marketing: Conversion Rate Optimization - LinkedIn, Mar 2026

Marketing Analytics Foundations - LinkedIn, Mar 2026