

KH

KARIM HELMY

CEO & DIGITAL TRANSFORMATION
EXPERT

MARKETING & MEDIA STRATEGY CONSULTANT

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LOCATION: Dubai, UAE

PROFILE

A media, marketing, and digital transformation expert with over **10 years** of experience specializing in strategic consulting, brand growth, AI-driven solutions, and cybersecurity. As a CEO and digital transformation leader, I leverage emerging technologies and tailored business solutions to drive brand growth, operational efficiency, and customer engagement. My expertise spans from governance communication and media strategy to cutting-edge digital marketing, reputation management, and cybersecurity services — enabling businesses to thrive in an increasingly complex digital landscape.

CORE EXPERTISE

- Google Review Removal (Exclusive)
- Organic Review Generation
- Cybersecurity & Pen Testing
- Crisis Communication & PR
- Brand Positioning & Identity
- SEO & Search Domination
- Social Media Marketing (SMMC)
- AI & Digital Transformation
- Content Strategy & Development
- Media Training & Consulting

EDUCATION

Bachelor of Arts in Business Administration & E-Business Management

University of Buraimi, Oman
2015 — 2019

Bachelor of Mass Communication

American University of Sharjah, UAE



Professional Journey

10+ YEARS OF DIGITAL EXCELLENCE

CEO & Marketing Specialist (Freelance)

Independent Consultant — karimhelmy.me

2022 — Present | Dubai, UAE

- Leading digital transformation for 50+ clients across the Middle East
- Developed proprietary SMMC panel processing 1000+ orders monthly
- Helped 30+ businesses permanently remove damaging Google reviews
- Achieved 300% average ROI on client marketing campaigns
- Expanded into certified cybersecurity consulting services

Social Media Marketing Manager

Alteniji Real Estate & Zawaya Walk Mall

2021 — 2022 | Dubai, UAE

- Increased social media engagement by 450% across all platforms
- Generated 2,000+ qualified leads through targeted digital campaigns
- Implemented CRM system improving customer tracking by 80%
- Launched influencer program with 50+ UAE-based creators

Senior Media Consultant

Dubai Media Corporation

2020 — 2022 | Dubai, UAE

- Designed storytelling frameworks adopted across 5 government entities
- Led media training programs for 200+ international delegates
- Developed inclusive governance messaging for diverse communities
- Increased public engagement metrics by 180%

Content Development Lead

Emirates Broadcasting Network

2018 — 2020 | Dubai, UAE

- Spearheaded 15+ national awareness campaigns reaching millions
- Managed content production budgets exceeding AED 5 million
- Improved audience reach by 220% through data-driven optimization
- Established network-wide content quality standards

Strategic Communication Specialist

Dubai Government Media Office

2017 — 2018 | Dubai, UAE

- Designed communication strategies for 10+ major government initiatives
- Trained 150+ government officials in media communication
- Achieved 95% positive sentiment on managed campaigns
- Developed crisis communication protocols adopted across departments

Media Relations Advisor

Dubai Press Club

2016 — 2017 | Dubai, UAE

- Established relationships with 200+ local and international media outlets
- Organized 8 major media forums with 1,000+ total attendees
- Developed crisis communication framework for 50+ organizations
- Increased press coverage by 350% for member organizations

Digital Content Strategist

Gulf News Media

2014 — 2016 | Dubai, UAE

- Increased digital readership by 200% year-over-year
- Launched 5 successful multimedia content series
- Developed data-driven editorial calendar system

Premium Services

COMPREHENSIVE DIGITAL SOLUTIONS

Google Review Removal

EXCLUSIVE

Permanent removal of fraudulent, defamatory, and policy-violating negative reviews from Google Business Profiles. Pay only for results — no removal, no fee.

Organic Google Reviews

PREMIUM

Authentic 5-star review generation from real customers through automated follow-ups, QR campaigns, and compliant request systems. Boosts local SEO rankings.

Advanced SEO Systems

CORE

Technical SEO, on-page optimization, high-quality backlink acquisition, content strategy, and local search domination for page-one rankings.

SMMC Panel Services

FULL SUITE

Comprehensive social media growth across Instagram, Facebook, Twitter/X, YouTube, TikTok, LinkedIn, Snapchat, Spotify, and Telegram.

- Real followers, likes, views & engagement
- Instant delivery & 24/7 processing
- API access & white-label options
- Geo-targeted campaigns

Cybersecurity Services

CERTIFIED

Enterprise-grade protection: penetration testing, security audits, incident response, and security awareness training.

- Web app & network penetration testing
- Vulnerability assessments & compliance audits
- 24/7 incident response & forensics
- Employee security training programs

Certifications & Credentials

2024

Cybersecurity Fundamentals & Advanced Protocols

Certified Cybersecurity Program

2022

National Program for Artificial Intelligence

UAE National AI Program

2022

Advanced Media Ethics & Responsibility

BBC Academy, UAE Media City

2020

Crisis Communication & Risk Management

London School of Public Relations

2019

Certified Digital Storytelling Specialist

Google News Initiative

2018

Strategic Political & Advocacy Communication

Harvard Kennedy School

2017

Impact-Driven Social Media Strategy

Meta (Facebook Blueprint)

Technical Proficiency

Digital Marketing

SEO/SEM, PPC, Content Strategy, Email Marketing, CRO, Analytics, Social Media Management

Media & Communications

Strategic Communication, Crisis PR, Media Training, Scriptwriting, Press Relations

Technology & Security

AI Integration, Penetration Testing, Security Audits, Incident Response, CRM Systems

Business Operations

Project Management, Client Relations, Team Leadership, Budget Management, Consulting