Shahabaz Poonthala

DIGITAL MARKETING EXPERT · SEO & PAID ADS · 14 YEARS UAE

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PROFILE

Digital marketing expert with 14 years in the UAE market, specialising in SEO, paid advertising and brand building across healthcare, wellness, hospitality, F&B;, luxury, accounting, industrial and retail. Plans and runs multi-channel campaigns across social media, Google Ads, Meta Ads, LinkedIn Ads, email and print, then tracks results and uses the data to improve them. Started in IT support and marketing in 2012; backed by an MBA in Marketing Management and Information Systems. Currently IT & Marketing Manager at Hussain Al Shemsi Chartered Accountants and Marketing Manager at Ultimate Guide Digital Media, running four affiliated brands at once, with in-house photography, video and design production.

SELECTED IMPACT

12 → 60+

Novoclad

Grew the client portfolio from 12 to 60+ while repositioning the brand into Oil & Gas, Offshore, Marine and Heavy Industrial sectors — new positioning, new website, new tender pipeline.

12 → 35+

HASCA

Helped a young audit practice grow into a premier chartered accountancy firm with a new HQ and two Freezone branches — ~100% organic growth and doubled B2B inquiries along the way.

2×

Qualified leads

Doubled monthly inbound leads by pairing technical SEO and content with high-intent paid search — then protected lead quality with CRO and continuous A/B testing.

12 yrs

Brand stewardship

Built the marketing function from scratch for three Dubai Government–associated entities: identity, content, social, web, photo and video, all under one in-house team.

EXPERIENCE

IT & Marketing Manager — Contract

Jan 2025 — Present

Hussain Al Shemsi Chartered Accountants · Sharjah

- Integrated IT solutions with marketing initiatives to drive business results.
- Installed and configured hardware and software across the firm.
- Ran Google Ads and LinkedIn campaigns, optimised through data analytics.
- Managed the firm's social media presence and content for stronger brand visibility.

Marketing Manager — Group Entity

2024 — Present

Ultimate Guide Digital Media · Sharjah & Dubai

- Group marketing entity: manage marketing concurrently across four affiliated brands under one ownership group.
- Directs digital growth for HASCA, Novoclad, HAS Global Tax and Bloc & Bold.
- HASCA: ~100% organic growth, 2× B2B inquiries, 50–99% social growth.
- Novoclad: repositioned brand to win Oil & Gas, Marine and Offshore contracts.

Digital Marketing Manager

Jan 2017 — Aug 2025 · 8 yrs 8 mos

Feel Well Retreat · Dubai Herbal & Treatment Centre · Dubai

- Managed all social media profiles to build brand presence and engage the audience.
- Shot and edited photography and videography to showcase services and promote offerings.
- Collaborated with influencers to expand reach and brand awareness.
- Created and managed Google and Meta Ads campaigns to generate leads.

Digital Marketing Manager

Jul 2017 — Sep 2024

Dubai Herbal & Treatment Centre · Dubai

- Planned and executed multi-channel campaigns across social media, web, SEO, email, SMS and print.
- Developed, optimised and monitored social media campaigns and Google Ads to raise visibility and conversions, guided by analytics.
- Tracked performance metrics and reported data-driven insights.
- Managed and allocated the digital marketing budget across channels to maximise ROI.

IT & Marketing Assistant

Sep 2012 — Jun 2017 · 4 yrs 10 mos

Dubai Herbal & Treatment Centre · Dubai

- Installed and configured computer hardware, operating systems and applications for staff.
- Monitored and maintained computer systems and networks.
- Troubleshot and repaired hardware, software and network faults, face to face and by phone.
- Maintained social media accounts and developed concepts and designs for online advertising.

Expertise & tools

STRATEGY · PERFORMANCE · AI · CREATIVE OPERATIONS

CORE CAPABILITIES

Strategic Leadership

Multi-Brand Portfolio Marketing · Full-Funnel Strategy · Brand Positioning · Budget Allocation · Team Leadership · Agency Management · Brand Building

Performance & Growth

Google Ads · PMax · Meta · LinkedIn · TikTok · Ads Management · CRO & A/B Testing · B2B & B2C Lead Gen · Influencer Partnerships · SMS Marketing · Email Marketing

Artificial Intelligence

Generative AI Content · Prompt Engineering · AI Image & Video Creation · AI Marketing Automation · ChatGPT · Gemini · Claude · AI Analytics & Insights

Advanced SEO & GEO

Technical SEO Audits · AI SEO & GEO · Content Architecture · Local & Arabic SEO · Link Building · Ahrefs · SEMrush · Screaming Frog · GA4 & Search Console

Web & App Development

AI App Development · WordPress & Elementor Pro · Shopify & Wix Website Management · E-commerce Management · HTML / PHP Websites · CRM & Lead Systems · UX & Landing Pages

Operations & Creative

Operations Management · Social Media Management · Print Production & Signage · Event & Exhibition Branding · Creative Direction · Photo & Video Production · Content Creation

TOOLS & PLATFORMS

Advertising

Google Ads · Meta Business Suite · TikTok Ads Manager · Snapchat Ads Manager · LinkedIn Campaign Manager

Analytics & SEO

Google Analytics (GA4) · Google Search Console · Ahrefs · SEMrush · Screaming Frog

Web & E-commerce

WordPress · Elementor Pro · Shopify · Wix · HTML / PHP

Creative

Canva · Adobe Photoshop · Adobe Premiere Pro · Photography · Video Editing

AI

ChatGPT · Claude · Gemini · AI Image & Video Tools

CRM & Messaging

CRM Software · Email Marketing Platforms · SMS Marketing Platforms

Education & credentials

PROFESSIONAL DEVELOPMENT · LANGUAGES · PORTFOLIO

EDUCATION

MBA — Marketing Management & Information System Management

IIBM Institute of Business Management · May 2015 – May 2017
Grade A · Completed alongside full-time work · Digital Marketing Professional · Project Management

Certification in VFX — Kerala, 2009
Diploma in Animation — Bengaluru, 2008

CERTIFICATIONS

Claude 101

— Anthropic Education, Sept 2026 · Verify credential

AI for All Certification

— ai-for-all.in · Verify credential

Become an AI-Powered Marketer

— Semrush Academy, 2024 · Verify credential

Semrush SEO Crash Course

— Semrush Academy (Brian Dean), 2024 · Verify credential

LinkedIn Marketing Strategy

— LinkedIn Marketing Academy, Aug 2024 · Verify credential

Google Ads Search

— Google Skillshop, Aug 2024 · Verify credential

Facebook Ads 2024: Launch Your Best Advertising Campaign

— Udemy, July 2024 · Verify credential

LANGUAGES & PERSONAL DETAILS

English — Full professional proficiency · Hindi — Fluent · Malayalam — Native · Tamil — Fluent

Indian nationality · UAE driving licence · Employment visa

SELECTED BRAND PORTFOLIO

Hussain Al Shemsi Chartered Accountants · hussainalshemsi.ae

Novoclad Insulation Contracting · novoclad.ae

HAS Global Tax Consultants · hasglobaltax.com

Dubai Herbal & Treatment Centre · dubaihtc.com

Bloc & Bold Brand Solutions · blocnbold.com

Eat Well Restaurant & Bistro · eatwell.ae