



SHAHABAZ POONTHALA

DIGITAL MARKETING MANAGER

OBJECTIVE

Marketing Strategist, acknowledged for strengthening companies to lead in highly competitive markets and for delivering innovative marketing concepts & strategies; targeting senior level assignments in **Marketing Management** with an esteemed organization.

CONTACT DETAILS

- +971 5678 10740
- Shahabaz07@gmail.com

CORE COMPETENCIES

- Digital Marketing Transformation
- SEO & Content Development
- Brand Management
- Social Media Marketing
- Marketing Automation
- Campaign Planning & Implementation
- Marketing Communication
- Google AdWords Management
- Requirement Gathering
- Graphic Designing
- Data Analysis
- Market Research
- Cross-functional Coordination
- Website Management

EDUCATION

- 2017: Master Program in Business Administration (MBA)**, IIBM Institute of Business Management
- 2009: Specialized in VFX**, Pixel Media
- 2008: Diploma in Animation**, Animaster

PORTFOLIOS

- <https://shahabaz.site123.me/>
- <https://shahabazphotography.pixies.com/>

SOFT SKILLS

- Attention to Details
- Leadership
- Effective Communication
- Problem-solving
- Decision-making

PROFILE SUMMARY

- Accomplished Digital Marketing Leader with over 12 years of experience** in Hospitality and Healthcare sectors, **specializing in digital marketing, content creation and website management.**
- Recognized for producing high-quality content and achieving significant milestones in digital marketing initiatives.** Proficient in digital marketing, **content creation, photography, videography, and online ads.**
- Extensive experience developing and executing strategic marketing initiatives** across diverse digital channels. Demonstrated success in enhancing brand visibility and driving engagement through innovative digital strategies.
- Expertise in planning and executing multimedia campaigns tailored for ROI-based marketing plans.** Proficient in managing profit center operations to achieve business objectives and ensure profitability.
- Skilled in SEO, PPC, SMM, Email Marketing, Website Management, Online Reputation Management, Brand Architecting, Content Strategy & Design,** and Digital Communication across various digital media platforms.
- In-depth knowledge of digital analytics tools and methodologies** to measure campaign performance, optimize user experience, and drive continuous improvement. Proven track record of achieving year-on-year business growth goals by optimizing the entire marketing value chain.

WORK EXPERIENCE

Aug'12- Present: Jr. Marketing Manager | Dubai Herbal & Treatment Centre, Dubai -UAE

Key Result Areas:

- Managing and overseeing company social media profiles on platforms such as Facebook, Instagram, and LinkedIn, ensuring consistent branding and engaging with followers.
- Developing, optimizing, and monitoring specific social media campaigns and Google ads to enhance visibility and drive conversions, leveraging analytics for continuous improvement.
- Producing and editing promotional photos and videos, ensuring high-quality visual content that resonates with the target audience and supports marketing campaigns.
- Staying informed on industry trends, competitor activities, and best practices in digital marketing, incorporating relevant insights into campaign strategies and creative processes.
- Managing and allocating the digital marketing budget efficiently, optimizing spending across various channels to maximize ROI and achieve business goals.

Highlights:

- Executed Multi-Channel Marketing Campaigns:** Strategized and executed multi-channel marketing campaigns across social media, web, SEO, email, SMS, and print channels, aligning with target audience demographics and business objectives.
- Tracked Performance and Provided Data-Driven Insights:** Monitored campaign performance metrics, analyzed data, and provided actionable insights to optimize marketing strategies and achieve performance targets.
- Designed Marketing Collateral:** Designed marketing materials including flyers, brochures, vouchers, and roll-up banners, maintaining brand consistency and effectively communicating key messages to the target audience.

PREVIOUS EXPERIENCE

Mar'11- Aug'11: Roto Artist | Prasad EFX, Chennai - India

Aug'09- Feb'11: Visual Effects Compositor | Pixel Media, Kerala – India

PERSONAL DETAILS

Languages Known: English, Hindi, Tamil and Malayalam | **Address:** Za'abeel 1, Dubai
Passport No.: S5811634 | **Nationality:** Indian
Marital Status: Married | **No. of Dependents:** 3