

SHAKIR ALI SADATH

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PROFESSIONAL SUMMARY

Cluster Marketing Executive with 3+ years of UAE hospitality experience specializing in digital marketing, hospitality branding, website management, and multi-property marketing campaigns. Experienced in supporting SEO initiatives, social media marketing, content creation, and promotional strategies that strengthen brand visibility and generate booking inquiries.

PROFESSIONAL EXPERIENCE

The S Hotel Group | Dubai, UAE

July 2025 – Present

Cluster Marketing Executive

- Planned and coordinated marketing campaigns for multiple hotel and holiday home brands across the UAE and UK, strengthening brand visibility and supporting booking inquiries.
 - Designed and managed promotional materials including social media content, flyers, banners, email campaigns, and digital advertisements.
 - Managed website content updates and supported SEO initiatives to improve online presence and brand consistency.
 - Collaborated with Sales, Reservations, and Operations teams to execute marketing initiatives aligned with business objectives.
 - Monitored campaign performance and customer engagement to identify opportunities for continuous improvement.
 - Contributed to the successful launch and digital promotion of hospitality properties across the UAE and UK markets.
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The S Hotel Al Barsha | Dubai, UAE

October 2022 – June 2025

Guest Service Agent

- Managed guest check-ins, check-outs, reservations, and front office operations.
- Assisted guests with booking enquiries while delivering excellent customer service.
- Coordinated corporate bookings, group reservations, and guest requests.
- Supported room upselling initiatives to maximize revenue opportunities.
- Prepared operational and revenue reports for management.

- Collaborated with housekeeping, maintenance, reservations, and sales teams to ensure seamless guest experiences.

EDUCATION

Bachelor of Commerce (Computer Applications)

Calicut University, India | 2017–2020

Diploma in Hotel Management (Front Office Operations)

Food Craft Institute, India | 2020–2021

CERTIFICATIONS

- Entrepreneurship in Emerging Economies – HarvardX (Harvard University)
 - HubSpot Digital Marketing Certification
 - HubSpot Social Media Marketing Certification
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CORE SKILLS

Marketing:

Digital Marketing, Social Media Marketing, Campaign Management, Content Creation, Website Content Management, SEO Fundamentals, Brand Management, Email Marketing

Hospitality:

Hospitality Marketing, Guest Relations, Hotel Operations, Holiday Homes, OTA Platforms (Booking.com & Airbnb), Reservation Coordination

Tools & Platforms:

Microsoft Excel, Canva, Data Analysis, Performance Reporting

LANGUAGES

English • Malayalam • Hindi • Arabic • Urdu • Tamil

KEY PROJECTS

Sigma Plus Regency Square Suites – Brighton, UK

- Supported the digital launch of a UK hospitality property.
- Coordinated website content, promotional creatives, and online branding.
- Assisted with SEO implementation and digital marketing activities.