

SUMMARY

15 years of experience, 9 in SEO across agency and in-house - from specialist to department head. Now building production AI systems and driving visibility in classic and generative search (GEO), while leading cross-functional workflows across engineering, content, and marketing. I restructure what's broken, design what AI should and should not touch, and own the results from spec to production.

EXPERIENCE

Head of SEO & AI Solutions

Feb 2026 - Present

Metropolitan Premium Properties Dubai, UAE

Promoted from Head of SEO (Nov 2024 - Feb 2026). Scope: Multilingual real estate portfolio in UAE, KSA, and Oman selling to a global audience across 6 languages. Reporting to Deputy CEO of Marketing.

935%

2025 SEO ROI (fully loaded)

4x

ROI growth YoY (from 230%)

+55%

SEO-attributed deals (YoY)

DEPARTMENT TURNAROUND

- Restructured an SEO department relying on outdated tactics, keyword-stuffed content, and bloated tooling costs - cut unnecessary subscriptions, stopped all legacy link building, and rebuilt the operation around measurable ROI
- Secured management buy-in to stop creating new domains per project and consolidate onto core brand websites
- Designed a full URL architecture overhaul across 17,000+ pages (6 languages) - from flat listing URLs to a geography-first hierarchy
- Closed multilingual content gaps across thousands of property pages in 5 languages using AI translation

PROCESS & TEAM

- Replaced scattered Google Docs with structured Jira workflows across SEO, content, and engineering - co-led with Head of Development and Head of Content
- Established web development and content quality frameworks adopted by the new Head of Content
- Mentored a link building specialist into a full-scope SEO role within 12 months
- Own monthly department budget with allocation prioritized by ROI and business impact

AI SYSTEMS BUILT (MAR 2025 - JAN 2026)

- Real Estate Intelligence Platform** - 1.6M+ Dubai Land Department transactions cross-referenced with third-party data and Search Console. Python computes, AI narrates, validation layer rejects mismatches before publish.
- Content Intelligence Engine** - Tracks real estate news across UAE and GCC sources in real time. Auto-categorizes, integrates Search Console API and Ahrefs MCP for SEO-optimized briefs and content outlines with competitive benchmarking - reducing days of research to under an hour.
- Product Page Automation Platform** - PDF upload triggers extraction (floor plans, images, metadata), AI generates content across 6 templates with editable prompts, full approval workflow with role-based access.
- Market Report Digitization Platform** - 240+ PDF market reports converted to publish-ready web pages with extracted data, AI-enhanced analysis, and auto-selected charts from a hand-coded visualization library.

CONTACT

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HOW I BUILD

- AI handles language, code handles data and decisions
- Detailed specs before any code, then AI dev tools (Claude Code) to build at speed
- Every system validates its own output before publish
- Full stack: backend, frontend, database, deployment, quality checks

TECH STACK

Production APIs	Python, FastAPI
Full-Stack Apps	React, Next.js
Multi-DB Architecture	PG, BQ, DuckDB
LLM Integration	Claude, OpenAI
Cloud Deployment	Docker, GCP
Internal Tooling	Streamlit

LEADERSHIP & OPERATIONS

Executive Reporting
Cross-Functional Leadership
Budget & Team Ownership
Multi-Market Operations
Generative Engine Optimization

LANGUAGES

English - Full Professional
Arabic - Full Professional
Armenian - Native

EDUCATION

B.A. in Finance

Haigazian University, Beirut
2006 - 2010

Dean's List 2007-08 | President's List
2006-07

SEO Manager

Apr 2022 - Oct 2024

OMD MENA Omnicom Media Group | Dubai, UAE

Key Accounts: TOD, Zain, Clorox, Al Hilal Bank

- Ran organic search strategy for multiple key accounts simultaneously
- Built technical SEO solutions at scale - thousands of URLs at a time
- Led the SEO sections of agency pitches under tight deadlines
- Set department OKRs and worked with paid search to reduce spend through better organic coverage

Organic Search Manager

Nov 2021 - Mar 2022

Reprise Digital IPG Mediabrands | Dubai, UAE

Key Account: Mashreq Bank

- Owned full SEO delivery for Mashreq Bank
- Contributed to new business pitches and wins
- Coached and upskilled team members

Senior SEO Specialist

Oct 2020 - Nov 2021

Publicis Media Publicis Groupe | Beirut, Lebanon

Key Account: Nestle MENA (all MENA and GCC brands)

- Technical SEO lead across 15+ Nestle brand websites spanning the entire MENA and GCC region
- Ran client calls and got buy-in from senior decision makers on SEO priorities
- Set up analytics tracking strategy and coordinated technical changes across developers

Sr. SEO Project Manager

Mar 2018 - Sep 2020

Accelerate Online Beirut, Lebanon

- Managed the SEO team, client relationships, and KPI reporting
- Ran technical audits for international websites (multi-language, multi-region setups)
- Built structured data markup and conversion tracking from scratch

SEO Expert & Copywriter

Jun 2017 - Jun 2020 (freelance from 2018)

Wink Agency Beirut, Lebanon

- Built the SEO department from zero - first hire, first processes, first results
- Ran SEO for e-commerce sites with thousands of products; continued as freelance consultant alongside the Accelerate Online role

Document Controller

Feb 2014 - Sep 2016

Majid Al Futtaim Beirut, Lebanon

- Controlled key project documents, drawings, and payment certification for the commercial department
- Created document control system for project documentation, plans, and contract correspondence to Senior PMs

Project Coordinator

Jul 2011 - Aug 2013

Beb Beirut Beirut, Lebanon

Promoted from Document Controller.

- Coordinated activities on a \$32.5M real estate development
- Administered contracts, payment certificates, and procurement; prepared RFPs, tender documentation, and bid reviews for key decision makers

Earlier Career: Training Supervisor & Teacher, British Language Training Centre (2010) | Economics Teacher (11th & 12th grade), Lebanese Evangelical School (2007-2008)