



DIGITAL MARKETER

# SADIA KHAN

## GET IN CONTACT

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Karachi, Pakistan

## PERSONAL PROFILE

I am a digital marketer who believes that the right content promoted on the right platform is the key to success. I help businesses to promote and sell their products and services to customers via the organic medium. My expertise is to create a brand reputation in the market using various content marketing strategies. My goal in life is to provide value and not just sell the product. I am a strategic planner, a critical thinker, and a project manager who knows how to communicate effectively and collaborate successfully.

## EDUCATION HISTORY

### NED UNIVERSITY OF ENGINEERING & TECHNOLOGY

Bachelor of Software Engineering, 2016

- Graduated in Top 20% of Class with CGPA 3.37
- Marketing Campaign Manager of ITEC – A yearly event to promote tech ideas and projects.
- Ideas Manager at IEEE Women Society

### MALIR CANTT DEGREE COLLEGE

Graduated Class of 2012. Pre-Engineering

- Graduated in the top 5% of class with 85%.

### WHITE HOUSE GRAMMAR SCHOOL

Graduated Class of 2010.

BioScience

- Graduated as the top student of the batch with 90%.

## CERTIFICATIONS

- CAPM – Apr 2020
- Scrum Master – Jan 2020

## WORK EXPERIENCE

### DIGITAL MARKETING MANAGER

[www.quickstart.com](http://www.quickstart.com)

QuickStart Technologies | Jan 2021 – Present

- Devised content and social marketing strategy and administered marketing calendar to post new content to coincide with new product and service releases.
- Spearheaded stakeholder meetings to determine project needs and professional requirements and identify the correct course of action to enhance project success.
- Monitored and evaluated website analytics to assess campaign success, identify issues and make forward-thinking adjustments to maintain targets.
- QA and AB test content messaging, landing pages, lead forms, CTAs, and drip campaigns.
- Directed successful search engine marketing campaign that used solid linking, technical, and keyword research tactics.
- Provided weekly updates on digital marketing campaigns to senior management, discussing strategic initiatives and methods for improvement.
- Outlined omnichannel channel goals across brands and digital platforms, including store systems, web, mobile, and marketing systems.
- Masterminded highly successful digital strategies for various platforms to attract customer engagement.
- Managed team of 10 direct reports engaged in ongoing product optimization, content creation & management, and creative design on the company website.
- Led and managed talented teams of content marketers and web designers to plan and implement project tasks meeting timelines and exceeding expectations.
- Devising agile strategy based on Start, Stop, and Continue approach.
- Conducting and publishing industry experts' interviews.

### SEO & CONTENT MANAGER

[www.quickstart.com](http://www.quickstart.com)

QuickStart Technologies | Jan 2020 – Dec 2020

- Analyzed competitor pages to locate backlink and keyword opportunities.
- Managed content distribution to online channels and social media platforms.
- Used content management system to analyze user engagement and website traffic metrics.
- Maintained content marketing calendar to schedule all aspects of creation and delivery.
- Conducted monthly content audits to identify gaps and redundancies of content.
- Utilized analytics and site metrics to determine areas of improvement.
- Led team of 12 copywriters and content writers to oversee results of job performance.
- Approved, reviewed, and edited all content flowing to the website, approving over 5–10 pieces of content per day.
- Directed content of the website by gathering information and integrating data from other departments, including product, sales, and WebTech departments.
- Collaborated with marketing and design teams to develop and plan site content, layout, and style.
- Maintained continuous check on Traffic, conversions, and revenue metrics, optimizing and enhancing campaigns based on current trend data.
- Built, implemented, and updated effective SEO strategies.
- Performed in-depth competitor reviews to check competitor activities with the content publication, keyword use, link building, and landing pages.

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## AREAS OF EXPERTISE

- Project Management
  - Link Building
  - Keyword Research
  - Guest Posting
  - Influential Outreach
  - ROI Management
  - SEO Audit
  - Content Marketing
  - Creative and SEO Content Strategy
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## OTHER SKILLS

- Community Management
  - Reputation Management
  - Social Media Management
  - Email Marketing
  - Brand Management
  - Writing
  - Quality Assurance
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## COURSES & TRAINING

- Business Writing
  - Check Your Writing For Tone
  - Content Marketing
  - Copywriting to Drive Consumer Conversion
  - Critical Thinking and Strategic Thought Leadership Training
  - Get to The Point – Bottom Line Your Message
  - Inbound Marketing – VILT
  - Message Map Training
  - Pitch Perfect Demo
  - Plan Your Day in 18 Minutes
  - Plan for Effective meeting
  - Quality Management
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## LINKEDIN BADGES

- Search Engine Optimization
  - MS Power Point
  - MS Word
  - MS Office 365
  - WordPress
  - Google Analytics
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## AWARDS & NOMINATIONS

- Nominated for CEO Choice Award, QuickStart (Dec 2020)
- 6 Employee of the Quarter, QuickStart (Jan 2019–Present)
- 2 Semi–Annual Top 3 Best Performers, Logicose (Dec 2017, Jun 2018)

## SEO & OUTREACH SPECIALIST

www.quickstart.com

QuickStart Technologies | Jan 2019 – Dec 2019

- Managed content publication on HQ sites including Forbes, CIO, Training Industry, Dzone, etc.
  - Created high DA links on niche–specific websites using various link–building strategies.
  - Recommended changes to website architecture, content, and links to improve SEO positions for target keywords.
  - Managed SEO campaign expenses, estimated monthly costs and reconciled discrepancies to maximize the budget.
  - Analyzed SEO outreach goals and presented findings to the marketing director.
  - Researched and analyzed competitor websites and advertising links to gain insight into new strategies.
  - Maintained Google and Bing Webmaster Tools accounts and monitored weekly for crawling and indexing issues.
  - Tracked, reported, and analyzed website analytics daily to drive strategy and improve user experience.
  - Performed ongoing keyword discovery, expansion, and optimization to increase organic search footprint and drive relevant site traffic.
  - Collaborated with product and WebTech team to investigate critical SEO–related issues and provided impactful solutions.
  - Incorporated XML sitemaps, robots.txt files, and 301 redirects to facilitate search engine spidering, crawling, and indexing.
  - Collected and analyzed Web metrics such as visits, time on site, and page views per visit.
  - Built, implemented, and updated effective SEO strategies.
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## SENIOR SEO SPECIALIST

Logicose | April 2017 – Dec 2018

www.logicose.com

- Managed 20+ different niche and location projects.
  - Analyzed and audited clients' websites to address performance issues.
  - Created dynamic SEO strategies to exceed market competitors and meet client needs.
  - Reviewed and optimized client sites to improve keyword targeting URL strategies, website architecture, and content.
  - Utilized search engine optimization and emphasized the importance of link building.
  - Maintained knowledge of current market trends and algorithm updates of top search engines.
  - Monitored performance of clients' marketing strategies and statistics to identify areas of improvement.
  - Provided detailed reporting and analyses on client website demographics and statistics using Google Analytics.
  - Completed keyword research to target clients based on keyword targeting.
  - Researched content publications and worked closely with public relations staff to develop outreach campaigns.
  - Collected and analyzed Web metrics such as visits, time on site, and page views per visit.
  - Performed in–depth competitor reviews to check competitor activities with ad placement, keyword use, placement bids, and landing pages.
  - Built, implemented, and updated effective SEO strategies.
  - Produced and submitted weekly reports outlining progress against KPI objectives.
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## SEO EXECUTIVE AND CONTENT WRITER

IOVillage| Jan 2016 – April 2017

- Perform keywords research for WordPress plugins and templates.
  - Write and publish articles and whitepapers on WordPress themes, templates, and plugins.
  - Sample websites:
    1. <https://wpsnow.com/>
    2. <https://creativewpthemes.com/>
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## SEO AND CONTENT AGENCY WEBPAGE

Content Mut | Jan 2018 – Present

www.contentmut.com

- Consultancy for agencies.
  - On–page SEO, keywords research, off–page SEO, content strategy
  - Sample websites:
    1. [www.comparebroadband.com.au](http://www.comparebroadband.com.au)
    2. [www.ahsay.com](http://www.ahsay.com)
    3. [www.premiumvials.com](http://www.premiumvials.com)
    4. [www.enableu.com](http://www.enableu.com)
    5. [www.workforceinstitute.org](http://www.workforceinstitute.org)
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## BLOGS

Trend Mut | Jan 2018 – Present

www.trendmut.com

Uncooked News | Nov 2020 – Present

www.uncookednews.com