Sara Zahid

Senior Marketing Manager

Seasoned pragmatic marketer with experience in building brands and providing marketing solutions to start-ups and multinationals. Equipped with a record of success in boosting website traffic by 300%, along with managing paid advertising through social media platforms that generated multi-folds revenue; 500k+ views and increased 80K+ followers. Skilled at analyzing market trends and customer needs to develop highly targeted marketing campaigns.

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SKILLS

Brand Building   Social Media Marketing   Search Engine Optimization   Communications & PR

Influential Negotiation Skills   Supervision & Leadership   Product Design & Innovation   Business Process Improvement

Project Management   Development & Training   Marketing & Branding Research   Budgeting   Reporting

WORK EXPERIENCE

Senior Marketing Manager
my4walls

06/2020 - Present   *Islamabad, Pakistan*

Leading a team of four professionals responsible for 360-degree marketing. Responsibilities include: brand creation, brand voice, brand personality, overall brand management (ensure brand consistency across all touch points), market positioning, media planning, lead generation, content marketing, website development and SEO, social media marketing, billboards, streamers etc. Catering to domestic and international prospects and customers

Achievements/Tasks

- Complete marketing and branding of 6 individual brands. Complete development of two websites. After launch, 300% increase in direct and organic traffic to the website in 6 months. www.my4walls.com & www.piccadillyhomes.com
- Creating & implementing marketing strategies and campaigns both to digital and traditional marketing. Reporting on the performance of all marketing campaigns and assess against goals (ROI & KPIs) using Google Analytics, Google Ads, Facebook Ads, Ahrefs and SEMrush
- Managed annual budget effectively, achieved aggressive marketing goals while staying within budget parameters. Increasing lead generation by 120% through website, social media and direct calls. Domain Authority increased from 0 to 38 in just 6 months
- Implemented social media advertising via Facebook, Instagram and YouTube; increased reach by 300% while reducing spend by 25%. Successfully managed and led HubSpot CRM and Marketing Tools deployment.
- Working closely and strategically with the Managing director to align Sales and Marketing efforts and focusing on lead conversions and increasing the sale pipeline. Improving marketing campaigns on the go after data analysis of existing campaigns

Manager Digital Marketing
Realtime Marketing Ltd. (VitalWiz)

02/2020 - 05/2020   *Islamabad, Pakistan*

Led a team of twelve, including marketing specialists, sales specialists, graphic designers and web developers. The company had two brands, I was responsible for rebranding, company website enhancements, social media marketing, SEO initiation and enhancement, content marketing, lead generation, lead nurturing and closing lead cycle.

Achievements/Tasks

- Generating 200+ qualified leads and closing the lead lifecycle successfully by implementing proper social media branding and advertising campaigns. Planning, directing and evaluating all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Reach increased by 200% on SM and website traffic increased by 150%; through building cross channel marketing strategies for digital and traditional marketing by identifying latest trends and conducting analytical marketing research
- Overcoming challenges by accurate analytics reporting of all KPIs and ROI. Improving end-to-end customer experience across all touch points
- Collaborating with agencies and other vendors for marketing needs both locally and internationally

WORK EXPERIENCE

Knowledge Associate Consultant (Marketing)
SAP SE

09/2018 - 06/2019   *Walldorf, Germany*

Providing consultation to internal and external customers on their marketing needs for spreading knowledge about SaaS updates and formulating learning programs for audience all over the world. Additionally, supporting and initiating inside sales of our services, including pre-sales strategies & consulting followed by providing after-sales services (preparing and presenting high impact presentations to customers)

Achievements/Tasks

- Lead in designing, developing and implementing marketing related graphical content (still and animation). Collaborating with subject matter experts and senior members of the team to discuss video plans, sequences, camera, lights and audio

- Creating customer support material for team specific websites and online groups along with specialized production of product or service demonstration animated video (Adobe Illustrator, After Effects, Photoshop, Premiere Pro, XD)

- Project Management - initiation, resource allocation, budgeting, risk management and reporting along with providing detailed analytical forecast and analysis of budget and resource allocation throughout the project

Global Talent Experience Marketing (Working Student/Thesis Student)
SAP SE

12/2016 - 08/2017   *Walldorf, Germany*

GTE produced the Catalyst program especially designed for top talents at SAP to enhance their skill sets. I was completely responsible for the promotion of these programs within SAP worldwide.

Achievements/Tasks

- Effectively building brand image for the learning programs being launched by presenting prospects to customers. Designing email campaigns to support the deployment of community and organization wide knowledge tools and services such as learning program integrated with SuccessFactors

- Designing global marketing assets including logos, info-graphics, banners, brochures, newsletters, high impact presentations for print and digital media (Adobe Illustrator, InDesign, After Effects, Premiere Pro)

- Coordinating with manager to develop and implement marketing and advertising strategies for all services. Supporting the management of employee learning and development programs by identifying development needs and improvement areas

- Conducting research on 'Factors contributing in subjective career success of SAP employees' by gathering data, negotiating with works council, running statistical analysis on obtained data using IBM SPSS, analysing results and providing recommendations with concerned department

Technical Editor for SAPUI5 & Fiori (Working Student)
SAP SE

12/2014 - 11/2016   *Walldorf, Germany*

Providing technical editing of user help guides published on help.sap.com by collaborating with software development teams in order to maintain and improve the quality of documentation

Achievements/Tasks

- Closely collaborating with other technical writers and product owners in an agile software development environment to produce and maintain technical documentation while working with code snippets (JavaScript and HTML5)

- Successfully implementing SAP standards and guidelines to make sure all documentation adheres to the provided guidelines

- Managing and editing the language of user assistance documentation in DITA SAP CMS. Coordinating with technical writers to build templates for technical documents

- Providing developers with modified JavaScript document periodic release updates for publishing on https://help.sap.com

HR & Adminitration Officer
Campus Montessori & School

09/2009 - 03/2013   *Rawalpindi, Pakistan*

Providing wide array of services for business process improvements. Duties included hunting and hiring for new positions, marketing and advertising, facilitating events and conferences

Achievements/Tasks

- Identifying potential areas and needs of new recruitment, writing job description, posting job, back and forth conversation with potential candidates, holding in-person interviews, finalising the recruitment cycle with management

- Performing various administrative tasks and computer related tasks/training. Documenting all HR, Admin and Marketing activities. Successfully building Social Media presence of the school on Facebook and advertising it to customers

- Designing marketing and HR assets including brochures, flyers, business cards, videos, animated videos, advertisement materials etc. (Adobe Photoshop, Illustrator, After Effects, Premiere Pro and Corel Draw)

- Conducting market research and analyzing various marketing information, including market trends, pricing, competitor offerings, customer preferences and habits, and demographic data. Identifying appropriate media channels where marketing materials can be delivered to the public according to customer preferences

- Discussing and writing policies and standard operating procedures for all departments. Advising management on employee needs, requirements, evaluation, benefits and contracts

CERTIFICATES

Google Analytics Individual Qualification (09/2021)
GAIQ covers basic and advanced Google Analytics concepts. Including: planning and principles; implementation and data collection; configuration and administration; conversion and attribution; and reports, metrics, and dimensions.

Google Tag Manager (09/2021)
Essential foundations, concepts and setup. GTM terminology, measuring custom actions, clicks and scrolling, using tags, triggers and variables; understanding data layer; identifying events; diagnosing issues with tags and triggers; firing additional tags including Google Ads and HTML tags; using enviornment to test tags before publishing.

Basics of Technical Writing at SAP SE (06/2015)
Concepts of technical writing, technical editing, importance of language and code snippets. Editing for specific language needs, editing for specified audience needs. Using DITA CMS environment for writing and implementing edits.

Graphic Designing (03/2010)
Professional training in Adobe Photoshop, Adobe Illustrator, Flash, Corel Draw. Video editing insights into Adobe Premiere Pro and After Effects

EDUCATION

Master's in International Business Administration & Foreign Trade
University of Applied Sciences, Worms

04/2014 - 07/2017   *Worms, Germany*

Specialization
- International Marketing & Customer Relationship Management

Master's of Business Administration
Preston University

09/2007 - 09/2009   *Islamabad, Pakistan*

Specialization
- Human Resource Management

Bachelor's in English Literation and Education
University of the Punjab

08/2005 - 08/2007   *Lahore, Pakistan*

Specialization
- English literature and Education

Higher Secondary School Certificate
Army Public School & College

12/2002 - 12/2004   *Rawalpindi, Pakistan*

Specialization
- Computer Sciences

TECHNICAL SKILLS

Marketing	Google Analytics, Google Ads, Google Tag Manager, Google Keywords Planner, Ahrefs, SemRush, HubSpot, WordPress, Python, HTML5, Google Search Console. Working knowledge of Marketo & Salesforce,	**Designing**	Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, Adobe After Effects, Corel Draw. Professional experience in videography and photography

LANGUAGES

English	German	Urdu/Hindi
Full Professional Proficiency	*Elementary Proficiency*	*Native or Bilingual Proficiency*

INTERESTS

Perfume Research   Mobile Phones & Gadgets   Psychology   AI & Marketing Research