



# Saad Attar

Product Performance Marketer

6 Years 0 Month

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## Key Skills

Account Management

Pricing Strategy

Digital Strategy

Digital Marketing

Product Marketing

Growth Marketing

Performance Marketing

Market Research And Analysis

Brand Marketing

Google Analytics

Google AdWords

SEO

Content Marketing

Ecommerce Marketing

Client Management

## Courses & Certifications

- Product Management
- Project Management Essentials Certified
- Product Marketing - Growth School
- Advance Diploma in Digital Marketing

## Personal Details

Date of Birth  
**25-March-1995**

## About Me

Expert with 6 years of experience in Product Marketing, Digital Marketing, Performance Marketing, Growth and Brand Marketing

## Profile Summary

6 years of experience in the SaaS & E-commerce industry with a proven track record in developing content and executing successful marketing strategies, resulting in increased revenue & customer acquisition. Highly motivated & results-oriented individual with a passion for helping businesses grow

## Education

2017

**B.Sc, Institute of Hotel Management**

## Work Experience

2021  
2022

### **Product Performance Marketer Cognizant**

1. Developed GTM plan that achieved 2X leads and 3X customer acquisition through collaboration with cross-functional teams
2. Responsible for positioning & messaging with target audience, highlighting the product's USP, value propositions, and benefits
3. Acted as an evangelist for new product features, creating 3X increase in brand awareness for the product
4. Conducted market research to identify new segment, resulting in 25% inc. of new customer base
5. Increased 25% sales revenue quarterly by optimising and creating successful campaigns
6. Trained team in sales that increased close rate by 20% and reduce churn rate by 10%
7. Adapted new features & methods from feedback, resulting in a 15% inc. in CSAT

Marital Status

**Single / Unmarried**

Gender

**Male**

2019  
-  
2021

**Product Marketing Analyst  
Echidna Software**

1. Achieved 85% revenue by optimising and monitoring multiple marketing channels
2. Creation & implementation of SMM plan that inc. 50% engagement & 30% followers
3. Analysed competitor activity, strategies & campaigns that saved 20% of budgets
4. Optimised Google Ads, Facebook ads, and more to help increase KPI by 25%

2017  
-  
2019

**Digital Marketer  
Otomeyt**

1. Created content on blogs, presentations, emails, and PRD to improve content marketing
2. Increased brand awareness by 40% from creation & execution of the marketing plan
3. Increased website traffic by 50% through implementation of marketing strategy

2023  
-  
Present

**Consultant  
Freelancer**

1. Development of market strategies which helped clients grow their revenue by 4X
2. Provided content and ad strategies for social media, Google and marketplaces

