

SADIA KHAN

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An SEO Expert who molds the content to match the user intent while keeping it effective, engaging, & empathizing.

Experience

Digital Marketing Manager, QuickStart (January 2021 – Present)

www.quickstart.com

- Project managing SEO, Social, & Content plans
- QA and AB test content messaging, landing pages, lead forms, CTAs, and drip campaigns
- Team lead SEO, social, email, and content executives
- Project managing US-based marketing consultants
- ROI and lead generation analysis
- Devising agile strategy based on Start, Stop, and Continue approach
- Conducting and publishing industry experts' interviews

SEO and Content Marketing Manager, QuickStart (January 2020 – December 2020)

www.quickstart.com

- Project managing SEO & Content plans
- Team lead SEO and content executives
- Project managing US-based marketing consultants
- ROI and lead generation analysis

SEO Specialist, QuickStart (January 2019 – December 2019)

www.quickstart.com

- Devising and Implementing Technical and Content-based SEO strategies
- Link building
- Guest posting
- Managing content publication on HQ sites including Forbes, CIO, Training Industry, Dzone etc

Digital Marketing Strategist, **Digitonics Labs** (October 2018 - January 2019)

<https://www.digitonics.com/>

- On-page and off-page SEO
- Keywords research
- Content planning and management
- Social media posts planning
- Designing Memes
- Sample website:
 - www.cmolds.com

Senior SEO Executive, **Logicose** (January 2018 - October 2018)

<http://logicose.com/>

- Managing 20+ different niche and country projects, link building, planning content strategy, and leading teams.

SEO Executive, **Logicose** (April 2017 - December 2017)

<http://logicose.com/>

- Managing 20+ different niche and countries projects, link building, monthly completion reports.

Technology blog (November 2020 - Present)

www.uncookednews.com

- On-site SEO, Off-site SEO, keywords research, content planning and management, guest posting, content writing.

SEO and Content Agency Webpage (January 2019 - Present)

www.contentmut.com

- Consultancy for agencies.
- On-page SEO, keywords research, off-page SEO, content strategy
- Sample websites:
 - www.comparebroadband.com.au
 - www.ahsay.com
 - www.premiumvials.com
 - www.enableu.com
 - www.workforceinstitute.org

Trending News Website (January 2018 - Present)

www.trendmut.com

- On-site SEO, Off-site SEO, keywords research, content planning and management, guest posting, content writing.

SEO Executive and Content Writer, IOVillage (Jan 2016- Apr 2017)

- Perform keywords research for WordPress plugins and templates.
- Write and publish articles and whitepapers on WordPress themes, templates, and plugins.
- Sample websites:
 - <https://wpsnow.com/>
 - <https://creativewpthemes.com/>

Blogging, **Freelance** since 2012

Education

- Bachelor's in Software Engineering from NED University of Engineering & Technology with 3.31 CGPA (2013-2016)
- FSc. in Pre-Engineering from Malir Cantt Degree College with 84.82% (2011-2012)
- Matriculation in Bio Science from White House Grammar School with 90% (2010)

Certification

- CAPM – Apr 2020
- Scrum Master – Jan 2020

Courses

- 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

Skills

- Project Management
- Link Building
- Keyword Research
- Guest Posting
- Influential Outreach
- ROI Management
- SEO Audit
- Content Marketing
- Community Management
- Reputation Management
- Social Media Management
- Email Marketing
- Brand Management
- Creative and SEO Content Writing
- Quality Assurance

Awards & Nominations

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

Workshops Attended

- Windows 8.1 App Development Workshop at NED University on June 2014.
- Attended IOS development & Video Editing Workshop Of Career Expo 2013 at NED University on June 2013.
- Attended Adobe Photoshop Workshop Of Career Expo 2013 at NED University on June 2013.
- Web Designing Competition.
- Community Service
- Member of IEEE Women in Engineering Society
- Member of speech and debate competition society