**[SADIA KHAN](https://www.linkedin.com/in/sadiakhan33/)**

Karachi | +923082799639 | [sadiakhan117711@gmail.com](mailto:sadiakhan117711@gmail.com)

**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](http://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](http://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](http://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](http://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](http://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](http://www.contentmut.com)

* Consultancy for agencies.
* On-page SEO, keywords research, off-page SEO, content strategy
* Sample websites:
  + [**www.comparebroadband.com.au**](http://www.comparebroadband.com.au)
  + [**www.ahsay.com**](http://www.ahsay.com)
  + [**www.premiumvials.com**](http://www.premiumvials.com)
  + [**www.enableu.com**](https://www.enableu.com/)
  + [**www.workforceinstitute.org**](http://www.workforceinstitute.org)

### Trending News Website (January 2018 - Present)

[www.trendmut.com](http://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