

Zain Ul Abdin

Product Marketing Specialist | Social Media Marketing | Digital Marketing Specialist

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Professional Summary

Results-driven Product Marketing Specialist with 2+ years of experience driving growth for SaaS products through data-driven strategies and innovative campaigns. Expert in developing and executing marketing plans that integrate strategic content creation, social media optimization, and customer-focused solutions. Known for translating complex marketing concepts into actionable strategies while leveraging tools like Google Analytics, SEMrush, and Ahrefs. Proven track record of optimizing digital presence, enhancing audience engagement, and delivering measurable results through cutting-edge marketing techniques.

Areas of Expertise

- Search Engine Optimization (SEO)
- Content Marketing Strategy
- Social Media Marketing
- Reddit Marketing
- Google Analytics 4 (GA4)
- Google Search Console
- SEMrush & Ahrefs
- SaaS Product Marketing
- Keyword Research & Analysis
- Campaign Management

Career Experience

Amox Solutions Inc.
Product Growth Specialist

February 2025 – Present

- Manage Blainy’s **social media, and content** across LinkedIn, Instagram, YouTube, Pinterest, and TikTok.
- Scaled Blainy to **50,000+ organic users, 200+ paying customers**, and **7M+ impressions** on Google and Bing (Compounding Effect).
- Grew a professor’s LinkedIn presence by writing **research-based** articles and creating a newsletter.
- Achieved **17.47k** Pinterest impressions, **731 engagements**, **111 outbound clicks**, and **541** engaged audiences, with **6.4K+** monthly visits.
- Developed a professional **pitch deck** for Blainy to attract investors.
- Actively **researching and connecting** with potential investors to secure funding.
- Leading strategic collaborations to expand Blainy’s **reach and growth**.

Product Marketing Associate

April 2024 – January 2025

- Manage Blainy’s **SEO (till June), social media, and content** across LinkedIn, Instagram, YouTube, Pinterest, and TikTok.
- Scaled Blainy to **46,844 organic users, 200+ paying customers**, and **6M+ impressions** on Google and Bing.
- Delivered **4,600 conversions** via Reddit (April–August) with continued engagement from earlier non-link posts (2x more content with no-links).
- Achieved **12.21k Pinterest impressions, 501 engagements**, and **50 outbound clicks** in 3 months.
- Produced SEO articles, guest posts, ads (Facebook & Reddit), and promotional materials to boost reach and conversions.
- Reddit content still generates **1,000+ monthly conversions** post-campaigns.

Data Entry Specialist

September 2023 – March 2024

- Contributed to **lead generation** and promoted **Hify**, a video prospecting tool.
- Supported Blainy's early marketing efforts, achieving **7,331 organic users** by March through Reddit and SEO strategies.
- Generated **2.6K clicks** and **46K impressions** via SEO, while Reddit alone contributed **831 conversions** (March) from my content.

Education

Virtual University, Lahore

Bachelor of Science in Computer Science (BSCS), 2024 – 2027 (Expected) – Currently in 3rd Semester

- Learned programming languages, including C++ and JavaScript, and built a foundational understanding of data structures and algorithms.
- Developed knowledge of digital marketing strategies, SEO, and content creation to enhance online visibility.
- Gained problem-solving and analytical skills through coursework in computer science and real-world projects.

Beyond Work

A dedicated anime, manga, manhwa, and manhwa enthusiast, I immerse myself in captivating storylines and intricate character arcs that spark my imagination. My passion extends beyond animation and comics to any series or movie worth watching, always seeking thought-provoking narratives and unforgettable experiences. Equally, my love for food drives me to explore new culinary spots, savor diverse flavors, and share honest reviews. As a Google Guide, I take pride in helping others discover great dining experiences. Whether diving into a gripping anime or uncovering the next hidden food gem, I find joy in these pursuits that fuel both my curiosity and creativity.