

# ZAHRA SADIQ

Marketing Communications Specialist | AMSTERDAM, 1053ZR, NETHERLANDS | +31629292206

## DETAILS

Da costastraat 76, Amsterdam,  
1053ZR, Netherlands  
+31629292206  
[zsadiq27@gmail.com](mailto:zsadiq27@gmail.com)

NATIONALITY  
German

## LINKS

[LinkedIn](#)

## SKILLS

Google Analytics

Adobe Photoshop & Indesign

WordPress

Hootsuite

MailChimp

Microsoft Office

## LANGUAGES

English

Urdu

German

French

## HOBBIES

Travel & Culture  
Drawing

Reading anything to do with  
psychology

## PROFILE

A versatile Marketing Communications Specialist, proficient in marketing strategies, original content creation and cross-departmental collaboration that meet business goals. Able to work in fast-paced environments with minimal input to deliver customer-centric, impactful experiences.

Looking to find my next career opportunity at a fast-growing, international company where I can push my boundaries and help stimulate the company's growth.

## EMPLOYMENT HISTORY

### Marketing Communications Specialist at SPX Agency, Amsterdam, The Netherlands

April 2017 — June 2019

- Managed a team of 3 to elevate quality of content & artwork, achieving consistency on all brand touchpoints and enhancement of services.
- Successfully devised & executed full-funnel marketing strategy, which resulted in 170% aggregate increase in user conversions for international client over 6 month period.
- Spearheaded copywriting on branding project for international client, which elevated agency standing & helped secure additional copywriting projects on multiple channels incl. print (brochures, flyers) & digital (website, social media, email).
- Launched SPX Lab with thought-leader blog content & infographics, boosting organic traffic & customer engagement on company website.

### Inbound Marketing Specialist at Super Hospitality, Amsterdam, The Netherlands

May 2017 — June 2018

- Effectively managed & produced engaging content & copywriting in-line with the brands voice and marketing strategies for blog, social media channels, newsletter & website.
- Helped shape Super Hospitality service offering by identifying target market & key segments & providing in-depth analysis of markets and related trends.
- Created inbound marketing strategy with clearly defined goals to support business initiatives, including increased online presence, brand awareness and website & social media traffic.
- Advised small hospitality business owners on optimization of their website & social media channels to increase inbound organic search traffic.

### Digital Marketing & Strategy Intern at Prestige Communications Pvt. Ltd., Karachi, Pakistan

August 2016 — January 2017

- Identified social media trends & curated content ideas for promotion & social brand activation for a diverse range of companies.

### Marketing Intern at ICI Pakistan, Karachi, Pakistan

July 2015 — August 2015

- Developed a new system to improve customer complaints & presented creative ideas for the market launch of ICI's first household product.

## EDUCATION

### BBA: International Business & Languages, Hogeschool van Amsterdam, Amsterdam, The Netherlands

September 2013 — August 2017

### Minor: Business Administration, ESSEC Business School, Cergy-Pontoise, Île-de-France

February 2016 — June 2016

### Foundation: Business Administration & Management, University of Nottingham, Semenyih, Malaysia

September 2012 — June 2013