



SADIDA SAYED

CONTENT WRITING & DIGITAL MARKETING

PROFESSIONAL PROFILE

I have been a marketing executive for 4 years with over 320 articles' on websites and blogs in the last 18 months. with social media management. Along with lead gen and SEO, my work also got most of my clients their first "quick reply" Facebook business badge and first 100+ leads via ads.



CONTACT ME AT

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WORK EXPERIENCE- 4 YEARS

Digital Marketing - MarketinGROW

8 JAN 2020 - 4 SEPTEMBER 2020

- Daily social media management for multiple clients as part of a digital marketing agency.
- creating monthly blogs and social media posts
- creating SEO articles, landing pages and blogs on WordPress
- managing client's LinkedIn through sales navigator
- daily post engagement and creation.
- Monthly email on mail chimp
- creating and scripting for client Podcast channels.
- generating traffic and leads through online channels and local listings.
- weekly Facebook and Instagram ads



CONTENT MANAGER

Digital Marketing - Federation of Indo-Israel Chamber of Commerce - FIICC.IN

JAN 2019 - APRIL-2020

- Maintained communication with clients to create appropriate articles, white papers and presentations on their behalf.
- maintain daily social media presence on behalf of organization.
- address any online queries
- post job openings on Facebook
- manage LinkedIn presence
- write press release articles.
- E-mail and monthly newsletter creation.
- create and update website content and monthly blogs.





Marketing- A.M Builders

FEB 2013- JUNE 2016

- manage listings
- LinkedIn management for M.D
- manage PR
- manage marketing activities

PROFESSIONAL ACHIEVEMENTS

- on time deliveries of all assigned articles till date, Final drafts submitted in a week.
- improved client website SEO with 120% higher traffic and 60% reduction in bounce rate.
- Created traffic for website through social media channels.
- scripted and hosted podcast.
- organically created and grew social media channels and brought in potential clients and collabs with industry peers.
- successfully generated leads for b2b via LinkedIn sales nav
- increased sales by 45% weekly through Facebook ads alone

ACADEMIC BACKGROUND

Bachelor of commerce - JAIN UNIVERSITY 2009-2012

passed with distinction at 78% in 2012.

Major in Commerce and Economics, specializing in Marketing and management strategy

Minor in finance and CS- level 2

Diploma in Marketing and management

passed with a first class at 70% in 2012

FREELANCING PROJECTS

IT'S SKINN - ISRAEL

SOCIAL MEDIA MANAGEMENT

FREELANCE B2B AND SPONSORED BLOGS - KNIFEPLANET.NET

FINANCIAL PLANNER - SUNIL CHUNG, CANADA

WEBSITE ARTICLES

SEO ARTICLES

BALJIT KAUR, CANADA

SOCIAL MEDIA POST AND SEO BLOGS

SALAM WEB, UAE

WEBSITE LANDING PAGES.

PAXTEN.CO , INDIA

WEBSITE AND SOCIAL MEDIA MANAGEMENT

COMPCITI, NY . USA

HEWLETT-PACKARD NEWSLETTER ARTICLE

BLOGS

WEBSITE LANDING PAGES

HRWARE, CANADA

BLOGS AND WEBSITE LANDING PAGES

AIIMS, CANADA

PRELAUNCH SOCIAL MEDIA CONTENT AND BLOGS(AUG-SEP 2020)

INWARDS.INC, CANADA

WEBSITE LANDING PAGES, SOCIAL MEDIA AND BLOGS

CONTENT MANAGER (FREELANCE ROYAL THRILLS USA

MANAGE AND COLLABORATE WITH DESIGNERS, CONTENT WRITERS AND HIGH MANAGEMENT