



MAHAM JAMAL

Outreach Specialist

About Me

Adaptable, responsible and result oriented profile with initial experience, my current assignments showing myself to be self-motivated, organized and capable of working under pressure. I have a clear, logical mind with a practical approach to problem solving and a drive to see things through to completion.



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Pakistan, Karachi.

Language

- English
- Urdu
- Hindi

Expertise

- Management Skills
- Creativity
- Digital Marketing
- Negotiation
- Critical Thinking
- Leadership

Experience

White Light Digital Marketing
Sydney- Australia
2023 (Present)

Off Page Link Builder

- Planning and implementation strategy of link building for the client's niche.
- Create a manual prospect list of bloggers for outreach Craft and personalize Cold Emails to maximize the response rate. Negotiate with the bloggers to build a mutual collaboration & onboard them into our database.
- Generate the topics ideas for the article by analyzing the publisher's site's content gap and client's target links.
- Support the Content writing team to ensure meeting the editorial guidelines of the publisher. Make sure that the article goes live before the deadline.
- Deliver the live link to the client and close the order.

Out Origin
Pakistan- Karachi
2020 -2023

Project Manager

- Off page SEO tweaks
- Contacting bloggers for backlinks Filtering the right websites to acquire the links from.
- Negotiating with website owners for backlink Pitching topics to webmasters Getting writers to write on the said topics
- Sending topics to webmasters Getting link live for the websites Maintaining SEO Performance sheet for clients.
- Helping Digital team to ensure the success of projects.

Freelance Army
Pakistan- Islamabad
2018 -2022

Outreach Manager

- Contacting bloggers for backlinks Negotiating with website owners for backlink.
- Getting link live for the websites Helping Digital team to ensure the success of projects.

Edukaan Buzz

2016-2017

Facebook Manager

- Solving the queries of customers.
- Receiving calls and messages from customers and try to solve them in a day.
- Placing orders.
- Ensuring the dispatching team to deliver right product on right time.

Home Shopping

2014 - 2015

Data Entry Operator

- Managing the online site through control panel (Content Management System).
- Digital Marketing on Social Media.
- Corresponding continuously with the vendors for updating prices.


Education

Iqra University

Bachelor of Business Management
2012 - 2016

Skills Summary

Design Process  78 %

Project Management  81 %