

# SAAD USMANI

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Data-driven marketing and communications professional enthusiastic about leveraging data for real-world change. Experienced in developing strategic messaging, managing brand reputation, and leading cross-functional initiatives to support organizational goals. Skilled at crafting communications that resonate with diverse audiences.

## Education

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**Post-Graduate Certificate in Data Science and Machine Learning** 2024/09 – 2025/04 (Expected)  
Southern Alberta Institute of Technology, Canada

**Post-Graduate Certificate in Marketing Management** 2023/09 – 2024/04  
Fanshawe College, Canada

## Relevant projects

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- 1) Designed a comprehensive marketing strategy for Photographers Without Borders (PWB).**  
Developed an in-depth presentation assessing the current marketing and content strategy of PWB and provided content suggestions.  
**Public link:** [Canva](#)
- 2) Developed a communications strategy for startup in Canada (Reed Supplies Canada)**  
Designed and implemented a live marketing campaign using Google Ads, TikTok, Meta, and Google Analytics.  
**Public link:** [Canva](#)
- 3) Developed social media and web content for all company verticals (HRSG)**  
Created written and video content from scratch for 5 company verticals. Planned and executed marketing campaigns using created content across social media platforms like Instagram and Facebook.
- 4) Developed and distributed a total of 26 internal newsletters at human resource services company (HRSG)**  
Managed stakeholder engagement and representation to design and publish monthly internal newsletters, improving employee engagement and satisfaction scores. Managed internal and interdepartmental communications in-person and via email.
- 5) Developed and distributed 3 media releases and 5 news articles (Aman Foundation – Health vertical)**  
Demonstrated crisis management skills in the wake of external events and internal company changes. Prepared Press Releases and had them published across newspapers and media channels.
- 6) Led the planning and execution of multiple company Town House events (Aman Foundation - EMS & HRSG)**  
Liaised with venue partners, catering, and design partners to successfully execute Town House events. Maintained regular communications with business verticals to ensure presentations were optimized and ready for audio visual demonstrations.

## Professional experience

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### Marketing Coordinator

2022/12 – 2023/08

Amazing Drivers, Karachi, Pakistan

- Launched **automated email campaigns using Zoho CRM** that brought in over **15 verified leads**.
- Conducted and **implemented SEO keyword research** and achieved 1<sup>st</sup> page rankings against 4 keywords.
- Led team designers and developers to **implement a bulletproof user experience** for the company's driver recruiting software.

### Marketing and Communications Analyst

2018/01 – 2020/02

HRSG

- Managed internal communications in the form of a monthly company newsletter. **Produced a total of 26 in-house newsletters.**
- Successfully planned and executed multiple **company Town House events**
- Created content for 7 company verticals in various formats including **7 brochures, website and social media content.**
- Executed a lead generating print/newspaper campaign for all service lines with a total of **30 print ads across 6 months.**
- Organized an **event to launch company HRMS software** with an audience of over 50 different companies, generating between 10 to 15 solid leads for the product.
- Organized **2 fireside chats in-office** with industry leaders to deliver talks on professional and personal growth.

### Communications Officer

2016/06 – 2017/10

The Aman Foundation, Karachi, Pakistan

- Managed public relations of the organization via press releases, news article submissions and other mass communications, to encourage partnerships and donations.
- Created and launched a monthly external email newsletter for sponsors and potential donors.
- Liaised with mass media and agencies for coverage and campaign promotions.
- Created content regularly for social media, blogs, articles, and newsletters.
- Coordinated video content production across Foundation verticals.
- Coordinated internal communications between departments, stations, and field offices.

## Relevant skills

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### Technical abilities

- Using Power Point and Canva to design presentations
- Using CRM systems to organize communications
- Using Adobe Photoshop, Illustrator, and Premiere Pro for content
- Using Microsoft Excel for preliminary data analysis and understanding
- SPSS for statistical analysis and visualizations/Python programming

### Corporate skills

- Strong writing and presentation skills
- Developing crisis communications
- Event management and coordination skills
- Budgeting & Scheduling
- Cross-functional team coordination
- Stakeholder communications