

Saariyah Malik

DIGITAL ACCOUNT EXECUTIVE

PLATFORM EXPERTISE

CSS & HTML & Javascript	• Adobe Creative cloud
Semrush	• Google Analytics
Hootsuite	• Meltwater
Surfer	• Yoast
Wordpress	• PR

EDUCATION

APPRENTIFY

2023-2024

- Level 3 content creator apprenticeship

QUEEN ELIZABETHS GRAMMAR SCHOOL,
SIXTH FORM

2019-2021

- A levels
- Biology C
- Philosophy A
- English C

QUEEN ELIZABETHS GRAMMAR SCHOOL

2014 - 2019

- GCSEs
English Language 7
English Literature 6
Maths 5
Religious Education 8
Geography 5
French 4
Business studies 5

SKILLS

- Project Management
Public Relations
Teamwork
Time Management
Leadership
Effective Communication
Critical Thinking
Account management
Content creation
Social Media
Content Marketing
Data Analysis
Report writing
Copywriting
Analytical skills
SEO
Proficient in Javascript, HTML & CSS
Link building
Competitor Analysis
Communication
Website Performance Analysis
SEO analytics and tracking
Social media marketing
Well Organised
Motivated

I am a strategist who uses data to improve online content and boost website traffic. I understand how search engines work and create effective SEO plans that match business goals. I do in-depth keyword research, use various optimisation techniques, and analyse performance to improve results continuously. I am good at spotting improvement areas and staying updated with search engine changes to maintain high rankings. I am also a creative content creator who uses social media to engage audiences and increase brand awareness. I have skills in content strategy, writing, graphic design, and data analysis. I have a successful history of creating engaging content that increases follower interaction and conversion rates. I use data to enhance content performance and keep improving it.

EXPERIENCE

DIGITAL ACCOUNT EXECUTIVE

IgnityeMay 2023- Present

- **Researching, planning, and developing** content ideas based on SEO and PR best practices
- **Brainstorming new and creative ideas** Innovating and presenting new content, digital, and social media strategies
- Implementing and supporting content marketing strategies including social media, website, blog, and SEO using tools such as *Meltwater, SEMrush, and Google Analytics*
- **Driving traffic to company pages**
- **Developing engaging online content** including videos, graphics, and written copy using *SurferSEO*
Uploading and editing content on company pages
- **Project Management:** Handling clients from onboarding to the end
- **Email Marketing, Copywriting and Blog writing**
- **PR:** liaising with 3rd Partys for article placement
- **Measuring and reporting performance of content** and digital marketing campaigns
- **Staying updated on new social media sites, technologies, and digital marketing**
- **trends;** implementing these insights in campaigns
Creating and developing websites using *WordPress, Shopify and YoastSEO*.
- **Creating social media content** using *Canva, Capcut, Adobe Premiere Pro*, and
- **Creative Cloud** Measuring social media post performance and scheduling using *Hootsuite*

TRADEWIND

December 2021 - April 2023

Supply Teaching Assistant

Providing one to one support where required
Developing engaging learning materials Preparing lessons materials alongside class teachers Watch, record and report student progress

KFC

August 2019 - August 2021

Team Member

Prepare and serve food Resolving complaints promptly and professionally Followed procedures for safe food preparation, assembly, and presentation Cross-trained