



SANA GILANI

CONTENT MARKETING EXECUTIVE

A degreed journalist and professional writer, I strive to add value to the world – one word at a time. I am self-motivated and fiercely independent, dedicated to making a meaningful impact through my skillset.

CONTACT



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SKILLS & EXPERTISE

- Creative Team Leadership
- Analytical Problem-solving Skills
- Product Positioning & Branding
- AD copy
- Brand Taglines
- MS Office, Excel, PPT, Semrush
- Presentation Skills
- Interpersonal Skills
- Excellent Communication & Writing Skills
- Content Strategy
- Keyword Mapping
- Editing and Proofreading
- Blogs & Website Copy
- WordPress
- Grammarly

EXPERIENCE

Content Strategist & Team Lead at Purpose Path, Canada

November 2022-Present

- Handling B2B, B2C, and Technical SEO content for Canadian and US clients
- Services include Ad copy, Web Copy, Content Writing, Editing, Proofreading & Blogs

Senior Content Writer Instructor Brandon & Nubian Doc, U.S.A.

June 2020-September 2022

- Handling B2B, B2C, Technical, and Health & Wellness SEO content
- Working on blogs for Microsoft Dynamics 365 Courses & Nubian Doc

Upwork/Fiver [Freelance Writing Business]

2018-Present

- Freelance writer for novels, magazines, short stories, children's books and corporate work
- Level 1 Seller with a 5-star rating - with clients from SA, USA, UK, IND, & PK
- Wrote a book for 'Daniel Stegehuis' titled 'Stomach Acid Disorder'

EDUCATION

Masters in Mass Communication

2016
University of South Asia

Bachelor in Media Studies

2015
Punjab University

LANGUAGES

ENGLISH

URDU

PUNJABI

ARABIC (WRITTEN)

REFERENCES

Will be furnished on demand

OTHER EXPERIENCES

Writer at Artisan (Dubai-based Magazine)
Relations Manager at Orange Travels Pvt. Ltd.

Khoosat Films [Public Relations & Social Media Management]

August 2018-February 2019

- Public Relations, Digital and Print Content, Social Media Engagement
- Content writing, content creation, story-telling, networking with influencers

The Videographers [Social Media Manager and Content Strategist]

January 2018-July 2018

- Script-writer, Content Writer, Proof-Reader, Social Media Manager, Presenter, Supervising Ad content and Content Creation

Walnut Media [Account Executive/Digital Content, Social Media Management]

April 2014-July 2015

- Account Manager for Sunsilk, content creation for social media
- Handling brands' DVCs in terms of script and storyboards, coming up with content for social media, creating mood boards and ideas for TVCs

Daily Pakistan [Lifestyle Head, Social Media Management, Sales & PR]

August 2016-September 2017

- Prepared final copies of UPFRONT-Monthly Lifestyle Magazine by collaborating with other departments (Graphic Design, Sales, Marketing)
- Ensured every news item was factually correct and free from subjective content
- Conducted research and data analysis for special reports and exclusive stories

Pakistan Today [Asst. Editor Website & Print, Social Media Management]

February 2015-May 2016

- Editing articles (political, lifestyle, sports) daily, ensuring all news items are factually correct and free from any subjective content.