




# 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

 (+92)321-4130575

 writetosanatalatgilani@gmail.com

## 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

## 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

### **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

### **Upfront Magazine [Digital Head, Social Media Management, Sales & PR]**

August 2016-September 2017

- Editing and content creation, interviews, and networking through social events

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

April 2014-July 2015

- Account Manager for Sunsilk, content creation for social media, creating mood boards and ideas for TVCs

## OTHER EXPERIENCES

- Writer at Artisan (Dubai-based Magazine)
- Relations Manager at Orange Travels Pvt. Ltd.
- Ushering events for Pepsi Max, Marlboro Lights, & Samsung