

Syeda Sana Gilani

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Digital Marketing Strategist | Content Marketing Lead | Brand Strategist

Dynamic Digital Marketing Strategist with 14+ years of diverse experience spanning hospitality, media & entertainment, tobacco, travel, and education. Adept at crafting and executing full-funnel digital strategies that boost engagement, elevate brand visibility, and drive growth across B2B and B2C markets. Known for a hands-on, creative approach to content marketing, SEO, social media, and brand development — with a knack for building strong narratives and digital ecosystems that resonate. From launching international campaigns to leading multi-platform content teams, I bring both strategic vision and roll-up-your-sleeves execution to every project.

CORE COMPETENCIES

Content Marketing Strategy | Multi-platform Content Creation | SEO/SEM Optimization | Campaign Management | Email Marketing | Client Relationship Management | Brand Development | Team Leadership | Website Development | Performance Analytics

PROFESSIONAL EXPERIENCE

Digital Marketing Executive | DUBAI GOLF | Dubai, UAE | May 2024 – Present

Lead digital marketing initiatives for premier hospitality and leisure brands Tiger Strikes and WIKIT under the Dubai Golf portfolio.

- Boosted brand visibility and revenue by 45% through the development and execution of SEO-optimized content, high-impact paid media campaigns, and targeted social media strategies
- Directed end-to-end content creation, website management, and online promotions, contributing to a 25% increase in web traffic and 40% improvement in user engagement
- Launched data-driven marketing campaigns that elevated customer engagement by 35% and improved conversion rates by 30% within the first 6 months
- Strengthened cross-functional collaboration with venue teams and external partners, aligning strategic goals and resulting in a 50% increase in campaign efficiency and stakeholder satisfaction
- Delivered multi-platform performance marketing initiatives that increased ROI by 40% and expanded brand reach across digital channels by 55%

Marketing Executive & Content Lead | ORCHID TOBACCO | Dubai, UAE | December 2023 – April 2024

Lead digital marketing strategy and content creation for a premium tobacco machinery and manufacturing company, focusing on multi-channel engagement and conversion optimization.

- Engineered comprehensive website development strategy with multilingual capabilities and city-specific landing pages, improving SEO ranking and increasing international reach
- Led SEO and SEM strategy implementation through detailed keyword research and conversion funnel optimization, resulting in 25% increase in qualified leads
- Implemented targeted email marketing campaigns increasing customer retention by 45% and improving purchasing cycle conversion rates by 30%
- Developed and executed 13 market-specific content strategies aligned with premium brand positioning across sectors including tobacco and leisure (Asghar Furniture), resulting in a 20% increase in engagement metrics over an 8-month period

Marketing Executive & Content Writer | PURPOSE PATH | Canada (Remote) | November 2022 – Present

Direct digital marketing strategy and campaign execution for a Canadian high-end marketing agency, specializing in segmented audience targeting and multi-channel promotions.

- Rationalized email marketing processes through A/B testing, increasing open rates by 35% and conversion rates by 15%
- Led coordination of digital, radio, social media, and events-based marketing campaigns across multiple client projects simultaneously
- Implemented performance tracking framework monitoring 10+ key metrics across campaign types, improving ROI measurement accuracy by 40%
- Managed content creation for numerous clients across diverse industries, maintaining 90% client satisfaction rating
- Developed 15 campaign templates that reduced production time by 25% while maintaining brand consistency

Lead Content Editor & Marketing Executive | INSTRUCTOR BRANDON | United States (Remote) | June 2020 – September 2022

Managed content strategy and marketing initiatives for an educational platform, enhancing brand voice and digital presence to improve conversion rates.

- Established detailed content management strategy that increased website conversions by 10% and improved engagement rates by 45%

- Led SEO and SEM optimization across 10 content pieces monthly, enhancing online visibility by 40% and increasing organic traffic by 25%
- Implemented integrated campaign management approach across digital platforms and social media, improving cross-channel conversion rates by 30%
- Facilitated cross-functional team collaboration through regular reviews and feedback sessions, resolving 100% of content issues before publication
- Created 10 technical content pieces for B2B and B2C audiences, increasing technical product conversion rates by 25%

Lead Social Media & Marketing | THE VIDEOGRAPHERS | Pakistan | January 2018 – November 2018

Directed business development and marketing strategy for Pakistan's largest video production company, focusing on client acquisition and retention.

- Developed promotional campaign strategies across multiple platforms, increasing client base by 25% within 10 months
- Built strategic marketing knowledge framework for video production services, resulting in 30% growth in corporate client segment
- Managed client relationships and marketing strategy implementation for both wedding and corporate product lines, achieving 80% client retention rate
- Balanced independent work and team collaboration under director supervision, improving project delivery times by 35%
- Created new marketing assets that showcased premium video services, resulting in numerous new high-value clients

Lifestyle Head, Social Media Management | DAILY PAKISTAN | Pakistan | August 2016 – September 2017

Led content creation and management for a major Pakistani newspaper, focusing on digital engagement and subscription growth.

- Conceptualized and created the UPFRONT magazine, leading to a 60% increase in subscriptions across major Pakistani cities
- Managed collaboration between various departments to ensure timely production of monthly lifestyle content
- Conducted research and data analysis for special reports and exclusive stories, increasing reader engagement by 25%
- Ensured factual accuracy and quality control across 15 monthly articles, maintaining editorial standards with 35% reduction in errors
- Facilitated 50+ influencer partnerships, increasing social media reach by 25% across platforms

Assistant Editor Website & Print, Social Media Management | PAKISTAN TODAY | Pakistan | February 2015 – May 2016

Managed daily editorial content across print and digital platforms, ensuring quality and accuracy while developing social media presence.

- Edited 5+ articles daily across political, lifestyle, and sports verticals, maintaining factual accuracy and editorial standards
- Implemented content review process reducing publishing errors while meeting tight deadlines
- Supervised social media content calendar across various platforms, increasing audience engagement
- Developed new editorial guidelines improving content consistency across print and digital platforms
- Managed several freelance writers, improving content quality and submission timeliness by 40%

EFREELANCE WORK

Level 1 seller on freelance platforms with consistent 5-star ratings from international clients

Ghostwriter for published e-book "Stomach Disorders" available on Amazon

Freelance writer for novels, podcasts, screenplays, novellas, short stories, and children's books

EDUCATION

Meta Certification

MASTERS IN JOURNALISM & MEDIA | University of South Asia | 2016

- Broadcast Media | Digital Media Marketing | Journalism | Reporting

BACHELORS IN MEDIA STUDIES | Punjab University | 2015

TECHNICAL EXPERTISE

MS Office Suite | Semrush | Canva | Capcut | Grammarly | WordPress | Jasper | MailChimp | HubSpot | Slack | Trello | Umbraco | Citrix | Hoick

LANGUAGES

English | Urdu | Punjabi

References Available Upon Request