

WERDA ZIA

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PROFESSIONAL EXPERIENCE

AutoLeap, Toronto, Canada

May 2022 – Present

Content Marketing Manager (Remote)

- Develop a content strategy and roadmaps aligned with content marketing targets.
- Manage content production and distribution of high impact content across multiple platforms, including website, social media and email.
- Manage internal creatives, external agencies and freelancers to bring content ideas to life.
- Monitor content performance, analyze key metrics and make adjustments to optimize reach, engagement and lead generation.
- Support the paid marketing, events, sales and customer experience teams with content.
- Execute go-to-market strategies for newly launched product features and solutions.
- Manage an online community of AutoLeap customers.
- Product high quality technical documentation, such as help articles and tutorial videos.
- Plan and execute AutoLeap's annual virtual conference for shop owners in North America.

vFairs, Texas, USA

May 2021 – May 2022

Content Manager (Remote)

- Developed engaging content for audiences across more than 10 industries.
- Managed a team of writers, designers and website developers.
- Wrote copy for the company website, landing pages and Google search ads.
- Planned and executed creative projects, such as Eventeer Awards and Best Events webinars.
- Managed technical SEO and website optimization projects to boost organic traffic and website health score.

Xortox, Karachi, Pakistan

Jan 2020 – May 2021

Content and Brand Development Manager (Remote)

- Conducted competitive analysis and market research for newly launched businesses.
- Developed brand and content strategies and roadmaps based on client objectives.
- Hired, trained, managed and scaled a team of creatives for the company.
- Oversaw content production and distribution across various platforms.
- Manage the editorial calendar and ensure all deadlines are met.

ServiceMarket, Dubai, UAE

Sep 2017 – June 2019

Digital Content Manager

- Developed content strategy for the company website, blog and social media.
- Established content partnerships with high domain authority websites in the MENA region.
- Managed a team of in-house creatives and an external content agency.
- Designed and executed social media campaigns to drive app downloads and engagement.
- Wrote, edited and proofread high quality, engaging on-site and off-site content.

EDUCATION

New York University, New York, USA

2017

Master of Science - Biology

SKILLS & OTHER

Technical Skills: Asana, WordPress, G Suite, Hotjar, Mailchimp, Ahrefs, SEMrush, Hootsuite, Hubspot

Language: English (Native proficiency), Urdu (Native proficiency)

Soft: People management, Self-starter, Communication, Willingness to learn, Conscientious