

SABA JAHANGIR

Marketing & Communications Professional | Campaign Management & Marketing Operations

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Available Immediately | Open to relocation | Seeking CDI/ CDD/ Graduate Programs

SUMMARY

Marketing and communications professional with 4 years managing B2B campaigns, digital content and international events across financial services, enterprise technology and SaaS sectors. Skilled in campaign management, marketing operations, stakeholder coordination and performance reporting, with growing skills in AI-assisted marketing tools.

SKILLS

- **Marketing & Campaign Strategy:** Marketing Strategy · Campaign Planning & Execution · Marketing Project Management · Product Positioning & Messaging · Go-to-Market Support
- **Communications & Content:** Communication Strategy · Internal & External Communications · Multi-Format Content Production · Editorial Planning · Brand Consistency
- **Digital & Marketing Operations:** Digital Marketing · Marketing Operations · CRM Email Campaign Support (HubSpot – working knowledge) · SEO & Website Optimisation · Performance Reporting & Analytics
- **Events & Stakeholder Management:** Event Planning & Coordination · Vendor & Budget Management · Cross-Functional & Cross-Cultural Collaboration · Stakeholder Management
- **Research & Insights:** Competitive Intelligence · Market Research · Consumer Insights · AI-Assisted Marketing & Productivity

EXPERIENCE

Marketing & Communication Trainee

JANUARY 2026 - JULY 2026

Swiss Life Global Solutions | On-site, Luxembourg

- Built Swiss Life's first two-year Diversity & Inclusion marketing and communication roadmap, sequencing **eleven** company-wide initiatives for **200+** employees with defined priorities, budget and timelines agreed across leadership.
- Directed concept and messaging for two DE&I campaign launches: Culture on a Plate, drawing **13** employee submissions, and Luxembourg Pride Run 2026, generating **4,036** LinkedIn impressions and a **71.9%** engagement rate.
- Coordinated logistics, budgets and vendor communications for two flagship events hosting **180+** international participants, contributing to **84% and 86%** attendee satisfaction across the full event experience.
- Established a centralised planning tracker at the outset of Staff Day 2026 to manage milestones and budget, cutting coordination roadblocks and keeping delivery **10 days** ahead of schedule.

Senior Content Writer

JULY 2024 - DECEMBER 2024

Code Ninja Inc. | On-site, Lahore, Pakistan

- Spearheaded a multi-channel thought leadership campaign on Global Capability Centres, spanning blogs, landing pages, whitepapers, and HubSpot emails, achieving **top 3** Google SERP rankings for priority commercial keywords.
- Reduced production handoff delays and ensured timely project delivery through close collaboration among the Marketing, Product, and Design teams, aligning messaging and creative deliverables.

Content Strategist

FEBRUARY 2024 - JUNE 2024

Astera Software | Remote, Lahore, Pakistan (HQ: California, US)

- Synthesised competitive analysis and market research into customer messaging for a **50,000+**-user global SaaS platform, translating complex technical capabilities into clear, benefit-driven content.
- Partnered with international teams to localise campaigns while maintaining brand consistency across US and EMEA markets.

Content and Campaign Specialist

MARCH 2022 - DECEMBER 2023

Systems Limited (Visionet) | On-site, Lahore, Pakistan

- Produced **650+** multi-format marketing and communication assets, including blogs, white papers, brochures, and case studies supporting brand awareness and **4** international product launches across Europe, North America and Asia.
- Led an end-to-end integrated thought leadership campaign across LinkedIn, HubSpot, YouTube and email, driving **30%** LinkedIn engagement growth in four months and contributing to the company's **1M+** follower milestone
- Delivered marketing collateral for **9+** global events and conferences through close stakeholder coordination, and optimised website and landing page copy to strengthen SEO performance and inbound traffic.
- Earned a Best Performance Kudos Award and a **62.5%** merit-based raise.

EDUCATION

MSc International Marketing & Business Development | *SKEMA Business School, Paris* | Global GPA 3.44/4.0 **2025-2026**

MBA, Marketing | *National University of Computer & Emerging Sciences (FAST), Islamabad* | CGPA: 3.23/4.0 **2013-2015**

CERTIFICATIONS & LANGUAGES

Certifications: Introduction to Claude Cowork, Anthropic (2026) · Meta Certified Digital Marketing Associate (2025) · Marketing with Canva (2025).

Languages: English (Bilingual - IELTS 8/9) · French (A1, actively learning) · Urdu/Hindi/Punjabi (Native)