



Saba Jahangir

MSc. International Marketing and Business Development Student at SKEMA Business School

A driven master's student with 4 years' professional experience in content and strategy development within the IT domain, I excel at crafting engaging narratives from complex topics. Currently, I aim to leverage my skills and channel my curiosity into marketing endeavors to drive meaningful results for businesses.

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📍 Paris, France

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📄 sabajahangir.journoportfolio.com/

🐦 @https://x.com/turfingeclat

EXPERIENCE

Senior Content Writer Code Ninja Inc.

07/2024 - 11/2024

Lahore, Pakistan

IT Services and IT Consulting Company

Achievements/Tasks

- Designed and executed white paper campaigns around *Global Capability Centers* and its growing scope in Pakistan.
- Actively contributed to idea brainstorming and execution planning during weekly huddles.

Content Strategist

Astera

02/2024 - 06/2024

Remote - Westlake Village, CA

Software Development

Achievements/Tasks

- Created in-depth articles around metadata and metadata management.

Content Specialist Systems Limited

03/2022 - 12/2023

Lahore, Pakistan

IT Services and IT Consulting Corporation

Achievements/Tasks

- Managed content and copywriting for digital assets, including websites, email campaigns, case studies, eBooks, social media and employee branding materials.
- Developed SEO-friendly content, video scripts, blogs, and optimized web content for Digital, Data & AI, Cloud, Salesforce, and BPM domains.
- Drafted and reviewed monthly content calendars and created customer personas for targeted marketing.

EDUCATION

MSc. International Marketing and Business Development

SKEMA Business School

01/2025 - Present

Paris, France

Courses

- **Understanding Elusive Customer | Project:** Nudging Experiment on impulsive online purchases
- **Competitive Intelligence for IBD | Project:** A real-life case study analysis of *Comintelli*, using competitive intelligence frameworks.
- **Day in the Life of an Agency | Project:** Communication campaign for Budweiser, covering insights, strategy, creative concept, action plan, budget, and KPIs.
- **Product Management and Operational Marketing | Project:** Led market research, product development, and commercialization for multiple products.

TECHNICAL SKILLS

Content Strategy and Creation

Digital Marketing

Copywriting

Technical Writing

Market Research

SEO and Analytics

SOFT SKILLS

Teamwork and Collaboration

Communication and Emotional Intelligence

Leadership and Conflict Resolution

Problem Solving and Attention to Detail

COURSES & CERTIFICATIONS

Marketing: Copywriting for Social Media (12/2022)

- LinkedIn Online Courses Udemey
- [Credential ID: AeF3NYykw1YV_3QQrqgQ56vdiIDN](#)

The Ultimate Copywriting Course - Write Copy That Sells 2022 (11/2022)

- Udemey | [Credential ID UC-1265b8af-f8a8-4bdf-ad92-05e706653817](#)

Meta Certification Course | SKEMA (03/2025)

EXTRACURRICULAR

Student Delegate (01/2025 - Present)

MSc Class

Insights Association at SKEMA (01/2025 - Present)

Event Staff

LANGUAGES

Urdu/Hindi

Full Professional Proficiency

English

Native or Bilingual Proficiency

French - A1 (Actively learning)

Elementary Proficiency

INTERESTS

Travelling

Sports

Music

Photography

Exploring Cusines

Self-discovery