Saba Jahangir

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

An inquisitive professional with 4 years' experience in content creation and strategy in the IT domain, I excel at crafting engaging narratives from complex topics. Currently pursuing a master's degree at SKEMA Business School, I am eager to explore marketing opportunities and drive user engagement.

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- 📱 +33-751396526
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WORK 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.

Contact : Muhammad Ali Abbas | +923334608625 - https://www.linkedin.com/in/maliabbas/

Content Strategist
Astera

02/2024 - 06/2024   *Remote - Westlake Village, CA*
Software Development

Achievements/Tasks
- Created in-depth articles on metadata and metadata management.

Contact : Ammar Ali - linkedin.com/in/ammarali7

Content Specialist
Systems Limited

03/2022 - 12/2023   *Lahore, Pakistan*
IT Services and IT Consulting Corportation

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.

Contact : Fatima Rizvi | +923454278114 - linkedin.com/in/rizvifatima

EDUCATION

MSc. International Marketing and Business Development
SKEMA Business School

01/2025 - Present   *Paris, France*

Courses
- Understanding Elusive Customer
- Product Management and Operational Marketing
- Meta Certification
- Competitive Intelligence for IBD

Masters in Business Administration (MBA)
National University of Computer and Emerging Sciences

Islamabad, Pakistan

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 Udemy
- Credential ID: AeF3NYykw1YV_3QQrqgQ56vdiiDN

The Ultimate Copywriting Course - Write Copy That Sells 2022The Ultimate Copywriting Course - Write Copy That Sells 2022 (11/2022)
- Udemy
- Credential ID UC-1265b8af-f8a8-4bdf ad92-05e706653817

LANGUAGES

Urdu/Hindi
Full Professional Proficiency

English
Native or Bilingual Proficiency

INTERESTS

Travelling   Sports   Music   Photography   Exploring Cusines   Self-discovery