



Saba Jahangir

Available September 2026 | Student Visa (France)
Open to CDI, CDD Opportunities

Marketing Operations | Campaign Management | Event & Stakeholder Coordination

Marketing & Communication Trainee at Swiss Life Global Solutions (Luxembourg) and MSc in International Marketing & Business Development candidate at **SKEMA Business School, Paris**, bringing **3+ years of experience** in campaign management, marketing operations, event coordination, and cross-functional collaboration across international B2B environments. Delivered multi-channel initiatives, developed and deployed 650+ campaign assets, managed global event communications, and implemented reporting processes that improved visibility and informed decision-making across teams in Europe, North America, and Asia. Experience spans campaign delivery, performance tracking, employer branding, stakeholder engagement, and process improvement within complex, multicultural organizations. Recognized for bringing structure to fast-paced environments through strong organizational skills, operational excellence, and the ability to align multiple priorities while ensuring consistent execution.

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EDUCATION

SKEMA BUSINESS SCHOOL (Paris, FR)
Master of Science in International Marketing & Business Development (2025 - 2026)

Selected Projects:

- **Master's Thesis:** AI-Assisted Decision-Making & Consumer Decision Fatigue
- **Competitive Intelligence:** Evaluated market positioning and U.S. expansion opportunities through competitor analysis (Comintelli vs. Klue)

Achievements: SKEMA Excellence Scholarship, Student Delegate (Spring 2025)

NATIONAL UNIVERSITY OF COMPUTER & EMERGING SCIENCES - FAST (ISB, PK)
Master of Business Administration (MBA) | 2013 - 2015 | CGPA: 3.23/4.00

LANGUAGES

- English | Bilingual (IELTS 8/9)
- French | A1 – actively learning
- Urdu/Hindi/Punjabi | Native

SKILLS

- **Marketing Operations:** Campaign Management · Multi-Channel Campaign Execution · Event Coordination · Event Logistics
- **Reporting & Analytics:** KPI Reporting · Campaign Analytics · Market Research
- **Project Management:** Project Coordination · Timeline Management · Process Improvement
- **Collaboration and Communication:** Stakeholder Management · Cross-Functional Collaboration · Cross-Cultural Collaboration · Internal & External Communications
- **Tools:** Excel (Pivot Tables, VLOOKUP) · HubSpot · Adobe Experience Manager (AEM) · PowerPoint · WordPress · Meta Business Suite · Brandwatch · Canva · PlayPlay · ChatGPT · Gemini

CERTIFICATIONS

- Excel Skills for Business Specialization (Ongoing) – **Coursera**
- Meta Certified Digital Marketing Associate (2025) – **Meta**
- Marketing with Canva (2025) – **Canva**

WORK EXPERIENCE

Swiss Life Global Solutions (*On-site - Luxembourg*)
Marketing & Communication Trainee

JAN 2026 - PRESENT

- **Campaign Planning and Coordination:** Developed and streamlined a 2-year Diversity & Inclusion campaign roadmap, structuring initiatives, priorities, milestones, and stakeholder deliverables to support long-term employee engagement objectives.
- **Performance Reporting & Insights:** Developed post-event performance reports by analysing employee satisfaction surveys, participation metrics, and attendee feedback for major initiatives including Kick Off 2026 (84% employee satisfaction) and Staff Day, enabling stakeholders to identify improvement opportunities and strengthen future engagement strategies.
- **Project Coordination & Timeline Management:** Designed and implemented a centralized project tracker covering milestones, ownership, dependencies, and deliverables, improving visibility across multiple workstreams and strengthening stakeholder coordination.
- **Event Coordination & Logistics:** Coordinated logistics, communications, timelines, budget tracking, and stakeholder follow-ups for major internal events involving 180+ international participants, supporting planning accuracy and smooth event execution.
- **Digital Communication Operations:** Managed content publishing and communication workflows through Adobe Experience Manager (AEM), ensuring accurate, timely, and consistent delivery of internal communications across business units.
- **Campaign Asset Development Support:** Developed communication assets and video content using Canva, PlayPlay, and AI tools to support employee engagement campaigns, event promotion initiatives, and internal communication objectives.
- **Cross-Functional Collaboration:** Partnered with HR, leadership, and communications teams to align project priorities, campaign objectives, and execution requirements across multiple workstreams.

Seiko Brake Lining (*Remote - Pakistan*)

SOCIAL MEDIA CONSULTANT – FREELANCE

SEPT 2025 – OCT 2025

- **Campaign Management & Performance Growth:** Delivered multi-channel social media campaigns that increased Instagram engagement by 1,200%, Facebook interactions by 130%, and LinkedIn visibility by 811% within two weeks by implementing structured content calendars, optimizing content formats, managing stakeholder approvals, and streamlining publishing workflows.

Code Ninja Inc. (*Full-time (Remote) – Pakistan*)

SENIOR CONTENT WRITER

JULY 2024 - DEC 2024

- **Campaign Coordination & Demand Generation:** Coordinated execution of a multi-channel thought-leadership campaign focused on Global Capability Centres (GCCs), aligning blogs, newsletters, landing pages, LinkedIn content, and HubSpot email workflows to support lead generation objectives.
- **Market Research & Audience Insights:** Conducted audience profiling, competitor benchmarking, and market analysis to improve campaign targeting, messaging relevance, and content positioning.
- **Campaign Performance Monitoring:** Analysed campaign and content performance metrics, contributing to SEO-driven initiatives that achieved *top Google SERP rankings* and increased digital visibility.
- **Cross-Functional Project Coordination:** Partnered with marketing, product, and design teams to align campaign messaging, timelines, and asset requirements that reduced execution bottlenecks.

Astera Software (*Full-time (Remote) – Pakistan*)

CONTENT STRATEGIST

FEB 2024 - Jun 2024

- Delivered campaign assets and communication materials for a global audience of 50,000+ users across US and EMEA markets, aligning marketing, product, and design teams that accelerated campaign delivery and ensured consistent messaging across channels.

Systems Limited (*Full-time – Pakistan*)

CONTENT SPECIALIST

MAR 2022 - Dec 2023

- **Integrated Campaign Operations:** Executed multi-channel marketing and communication campaigns across email, web, social media, and internal platforms, contributing to delivery of 650+ campaign assets supporting global initiatives.
- **International Event Communications:** Managed communication assets and campaign materials for international events including *FORWARD5 (Las Vegas)*, *DREAMFORCE (San Francisco)*, *Microsoft Power Platform Conference (Orlando)*, *Microsoft Inspire*, and regional conferences across Europe and North America, supporting consistent stakeholder engagement before, during, and after events.
- **CRM Reporting & Performance Tracking:** Monitored HubSpot workflows, enabling performance tracking initiatives that contributed to more than *20% engagement growth* and achievement of a *1M+ LinkedIn community milestone*.
- **Internal Communication & Employer Branding:** Produced communication materials supporting leadership messaging, DEI and employee engagement campaigns reaching 8,000+ global employees.
- **Recognition:** Awarded Kudos Certificate for Best Performance (2023)