

Saba Jahangir

sabajahangir70@yahoo.com | +923334070598

<https://www.linkedin.com/in/saba-jahangir-aba89060/>

<https://sabajahangir.journoportfolio.com/>

Passionate about technology and innovation, I offer over three years of content strategy experience, specializing in IT solutions like Salesforce, cloud services, cybersecurity, and data management software. My expertise in crafting research-driven content across diverse platforms demonstrates my ability to distill complex technical topics into engaging narratives. With a commitment to continuous learning and a keen eye for emerging tech trends, I am poised to contribute to projects that innovate and push the boundaries of technology and user engagement.



Professional Experience

Astera

Content Strategist

February 2024 – To date

Systems Limited

Content Specialist

March 2022 – Dec 2023

- Orchestrated the creation of compelling copy and content for various digital assets, spanning websites, landing pages, email campaigns, case studies, brochures, flyers, eBooks, and social media posts for designated products and services.
- Spearheaded content management for internal and external corporate branding initiatives, ensuring a cohesive and impactful brand presence.
- Executed comprehensive SEO and employee branding campaigns, leveraging diverse content variations, including infographics, video scripts, social media posts, and email flows.
- Developed SEO-optimized blogs across various domains, including Digital, Data and AI, Cloud, Salesforce, Generative AI, BPS, and BPM competencies.
- Formulated results-driven copy for search engine optimization and website development (page titles, meta descriptions, H1 tags, and product descriptions for third-party websites).
- Collaborated closely with product managers, design team, and competencies to deliver quality content aligned with established criteria.
- Proactively created blogs to elevate Visionet's brand awareness, showcasing industry expertise and thought leadership.
- Proofread assigned content deliverables regularly, ensuring accuracy and consistency.
- Developed the brand book content for Visionet Systems, ensuring brand voice consistency within the company.
- Developed Customer Persona for PartnerLinQ and AtClose, optimizing digital marketing content for precision and relevance, earning recognition with a Kudos card for the initiative.
- Revamped leadership team profiles and corporate profile content, creating a more compelling and cohesive brand narrative.

Intagleo Systems

Technical Content Writer

Jan 2022 – Feb 2022

- Owned social media and website copywriting for assigned products.
- Crafted and reviewed recruitment profile content for outsourcing candidates.
- Developed landing page content for career drives.
- Devised and executed employee branding content strategies.
- Reviewed website content for quality assurance and brand voice consistency.

- Owned copywriting for assigned local and international B2B and B2C clients — specifically news articles, digital ads, social media campaigns, emailers, and landing pages.
- Developed website content and created copy for search engine optimization and website development (page titles, meta descriptions, H1 tags, etc.).
- Provided support in RFP development for the agency and clients.
- Worked closely with internal and client teams to develop creative strategy and positioning.
- Ensured content consistency with content editing, reviewing, and proofreading.

Bramerz

Dec 2020 – Feb 2021

Content Writer Intern

Owned copywriting for websites, brand mockups, and SEO blogs. Ensured content consistency through continuous client engagement and content proofing.

Nestlé Pakistan – Nestlé Continuous Excellence

Jan 2017- April 2017

Project Intern

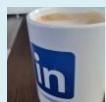
Supported Focused Improvement Pillar for waste identification and elimination across the value chain, including business units and functions. Responsibilities include:

- **Strategy Development:**
 - Developed the implementation plan on a three-year horizon for capability development, coaching, and assessment of the company.
 - Developed KPIs and aligned target setting for all departments.
 - Planned, scheduled, and communicated team training needs.
- **Event Management:**
 - Managed and facilitated workshops and training activities such as Six Sigma White Belt & Green Belt Training, SIPOC, NESCO Games, etc.
 - Provided support in the video footage of one of the major projects, i.e., Black Belt.
 - Also involved in monthly newsletter designing and communication strategies.
- Good understanding of Six Sigma/ DMAIC Problem Solving Methodologies
- Attended training workshop on “Personal Mastery” by Mustafa Shahbaz – Carnelian

Live Greeter*Marketing Intern*

Sept 2016 – Jan 2017

Gained hands-on experience in social media marketing, content writing, infographics research, collateral design, and the launch of a marketing campaign for a new product.

Course & Certificates**Marketing: Copywriting for Social Media***LinkedIn Online Courses*

- Issued Dec 2022 - No Expiration Date
- Credential ID: AeF3NYykw1YV_3QQrqgQ56vdiiDN

[See Credential](#)**The Ultimate Copywriting Course - Write Copy That Sells 2022***Udemy*

- Issued Nov 2022 - No Expiration Date
- Credential ID UC-1265b8af-f8a8-4bdf-ad92-05e706653817

[See Credential](#)**Qualification****LUMS, Lahore**

2018 – 2019

Graphic Designing - CCE – Session 9

Learned design formation and picture editing skills in Adobe Photoshop and Illustrator.

Nutrition and Wellness

CCE – Session 8

Gained extensive knowledge of holistic health and nutritional elements contributing toward a healthy lifestyle.

National University of Computer & Emerging Sciences, Lahore

2013

Bachelor of Business Administration (Honors)

Major: HR

CGPA: 3.23

Skills

- Market Research
- Copywriting
- Creative Writing
- Photoshop Adobe and Illustrator
- Content Writing and Editing
- SEO Knowledge

Interests

Reading, nutrition, health & fitness, sports, music, yoga, meditation, photography, and food.

References

Will be furnished on request.