



Saba Jahangir, MSc IMBD Student at SKEMA

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Work Permit: Student Visa

PROFESSIONAL SUMMARY

Curious and solution-driven marketing professional with **4 years of experience in content creation, brand storytelling, and strategic development**. I have collaborated with tech multinationals and marketing agencies, to transform complex ideas into impactful narratives. Currently pursuing a Master's in International Marketing and Business Development at SKEMA, I aim to drive measurable outcomes through creative, data-driven strategies. **Explore my portfolio:** <https://sabajahangir.journoportfolio.com/>.

SKILLS

Content Strategy | Brand Management | Product Lifecycle | Go-to-Market Strategy | Competitive Analysis | Digital Marketing (Email & Social Media) | Marketing Campaign Creation | SEO | Data Analysis (Google Analytics) | Project Management | Market Research | Content Management Systems (CMS) | Creative Design (Canva) | Social Listening Tools (Brandwatch) | Microsoft Office (Excel, PowerPoint, Word)

EDUCATION

SKEMA Business School

PARIS, FR

MSc in International Marketing and Business Development (M2)

JAN 2025 - PRESENT

Courses: Competitive Intelligence for IBD, Business Development and Sales, Product Management and Operational Marketing, Understanding the Elusive Consumer, Day in the Life of an Agency, Sustainable Marketing & Communication.

National University of Computer and Emerging Sciences (FAST)

ISLAMABAD, PK

Masters of Business Administration (MBA) in Marketing

2013 - 2015

PROFESSIONAL EXPERIENCE

Code Ninja Inc.

LAHORE, PK

Senior Content Writer

JULY 2024 - NOV 2024

- 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.

Astera Software

Westlake Village, CA (Remote)

Content Strategist

FEB 2024 - JUNE 2024

- Collaborated with cross-functional teams to align technical content with product lifecycle goals and regulatory documentation. Created in-depth articles around metadata and metadata management.
- Completed a three-month training at Astera Software, gaining hands-on experience with ETL processes, including data extraction, transformation, and loading using Astera's data integration platform.

Systems Limited

LAHORE, PK

Content Specialist

MARCH 2022 - DEC 2023

- Developed and managed SEO-optimized digital content and promotional assets for Go-to-Market campaigns across Digital, Data & AI, Cloud, Salesforce, and BPM domains.
- Led content creation for websites, email campaigns, case studies, eBooks, and social media, aligning with monthly calendars and tailored customer personas.
- Coordinated with stakeholders and partners to produce webinars and social media campaigns, ensuring consistent messaging.
- Conducted regular trend analysis, competitor audits, and biannual content reviews to refine strategic direction.

ADDITIONAL INFORMATION

- Languages:** English (Bilingual), Urdu/Hindi (Native), French (elementary - actively learning).
- Certifications:** [Marketing: Copywriting for Social Media](#) (IM LEARNING), [The Ultimate Copywriting Course - Write Copy That Sells 2022](#) (U), [Meta Certified Digital Marketing Associate](#) (O)
- Interests:** Music, Traveling, Photography, Sports (Tennis, Badminton), Exploring Cuisines, Self-Development.