



# Mamoonah Anjum

## Experience

08/2023 - 05/2024 **Senior Content Marketing Manager & Creative Head**

Faber Cre8tive SMC Pvt Ltd

- Execute Comprehensive Marketing Strategies and ensured detailed, structured content for quick program launches.
- Develop creative content ideas that align with brand identity and resonate with target audiences.
- Design and execute integrated marketing creative content across various channels, including digital, print, and events.
- Developed engaging, research-driven content aligned with C-level vision.
- Copywriting and script-writing management to produce engaging copy for videos, ads, and social posts.
- Create and manage SAAS base content (B2B, B2C).
- Used storytelling and metaphors to create captivating learning experiences.
- Adept at managing photoshoots and coordinating with creative teams.
- Develop and execute content Calendar.
- Coordinated closely with the clients (US, UK, Canada) to optimize creative operations and resource allocation across offices.
- Collaborated with CEO and PXL Manager to execute content ideas.
- Guided teams in dynamic sessions to generate and shape creative concepts.
- Create high-performing social media ads content and user-generated content (UGC).
- Cross-functional Collaboration with the creative team to elevate company brand visibility and awareness.
- Work with developers, social media manager, and graphic designers to create creative designs.
- Write texts for newsletters, flyers, banners or mailings.

01/2019 - 07/2023 **Senior Content Marketing Manager**

Soft Steer & Co (SMC) Private Limited

- Develop Content Marketing Strategy (B2B, B2C).
- Execute Comprehensive Marketing Strategies
- Market Research and Analysis
- Monitor key performance indicators (KPIs)
- Design and execute integrated marketing campaign content and adjust strategies as needed to optimize results.
- Website content QA.
- Develop Google ads content.
- Proofing Social Media Content.
- Develop and execute blogs and social media calendars.
- Manage and handle a team of content writers.
- SEO-optimized content creation and management to maximize the visibility of websites in search results.
- Create landing pages for various campaigns and keep an eye on their KPIs.
- Thorough SEO and content optimization.
- Develop cross-channel communication campaigns along with marketing planning.

## Address

Dubai, United Arab Emirates

## Contact

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## Skills

SEO ★★★★★  
 Writing ★★★★★  
 Management ★★★★★  
 Research ★★★★★  
 Content Optimization ★★★★★

## Tools

Semrush ★★★★★  
 Ahrefs ★★★★★  
 Keyposting ★★★★★  
 Hemingway ★★★★★  
 Ghost ★★★★★  
 Trello ★★★★★  
 Asana ★★★★★  
 Canva ★★★★★  
 Filmora ★★★★★

## Languages

English ★★★★★  
 Urdu ★★★★★

## Strengths

Passion for Reading.  
 Enjoy to learn new things.  
 Discipline.  
 Open to changes.

04/2021 - 06/2022 **Content Manager (part-time)**

[Outreach](#)

- Develop and Manage content campaigns based on user requirements.
- Article writing for Forex Brokers, Insurance, Business Management and more.

11/2020 - 10/2021 **Content Developer/Consultant (Freelance)**

[Waayeel Consulting LTD](#)

- Produce well-researched content for publication online.
- Plan timelines for different projects.
- Develop Related content for multiple platforms (Websites, Email Marketing, Product Descriptions, Videos, Blogs)

04/2018 - 03/2020 **eBook writer (Freelance)**

[Amazon, U.S.A](#)

- Conducting Extensive Research on different topics.
- Writing chapters for different eBooks.
- Writing different eBooks.

09/2018 - 08/2019 **Online Teaching (Freelance)**

[Colorado, U.S.A](#)

- Teach different subjects and the Quran to students.
- Help in their weekly projects.

01/2016 - 10/2017 **Lecturer**

[Times Institute](#)

- Lecturer of Masters in Criminology at Times Institute Multan.

06/2015 - 09/2017 **Internship**

[Police Service Counter 15, Homicide Investigation Cell Punjab, Police Department](#)

## Education

2017 - 2019 **M-Phil, Criminology and Criminal Justice System**

[Minhaj University, Lahore, Pakistan](#)

**Specialization:** Gender Studies

2014 - 2016 **Masters in Criminology**

[Bahauddin Zakariya University, Multan, Pakistan](#)

**Specialization:** Gender Studies

2012 - 2014 **B.Sc Science**

[Bahauddin Zakariya University, Multan, Pakistan](#)