




# Strategic Brand Marketing Manager


SAMRA SABEEN

## Contact

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## Education

(October 2020)

**Bachelor of Software Engineering**

University of Haripur  
– Haripur, KPK

## Key Skills

Marketing Campaigns



Brand strategy development



Data Analytics & Market Research



PPC advertising



Conversion rate optimization  
(CRO)



Consumer Insights



Search Engine Optimization



Content Strategy



## Profile

Maximize brand growth and market presence through 3 years of strategic marketing expertise, creative vision, and effective leadership. Utilizes a blend of consumer insights, innovative branding strategies, and cross-functional collaboration to identify market opportunities and drive brand success.

## Professional Experience

### Brand Marketing Manager

Sky It Services – Lahore

April 2022

– Present

- Developed and implemented digital marketing strategies that generated over 7 digit revenue in 2022
- Oversee the execution of SEO, SEM, email, social media, and display advertising campaigns, achieving a **12%** decrease in cost per acquisition. Lower the product bounced rate up-to 38%, User activity over time up-to **21,688**, DAU/MAU up-to **9.0%** and **32,557** total search clicks.
- Take charge of a team comprising 12 marketing specialists, offering coaching and direction to enhance their performance while nurturing their professional development.
- Conducted market research and competitive analysis to identify trends (Google Trends, BuzzSumo), opportunities, and threats, resulting in the launch of a new product line that generated **AED 500,000** in sales in its first quarter.

### Brand Manager

HashTech – Remote

JAN 2021

– JAN 2022

- Managed and optimized PPC campaigns, resulting in a **5%** increase in click-through rates
- Tracked and reported on KPI, providing insights and recommendations to senior management and stakeholders
- Achieved a **23%** increase in conversion rates by conducting A/B testing and analyzing data to improve website performance and user experience
- Collaborated with content and design teams to create engaging social media posts and ads to increase brand awareness