

SAALIM SARFARAZ

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SUMMARY

Driven and detail-oriented Marketing Communications Specialist with over 2.8 years of experience in social media management, content creation, and strategic marketing. Known for collaborating effectively across teams to develop and implement marketing initiatives that strengthen brand visibility and engagement. Demonstrated success in increasing website traffic and social media engagement through targeted content strategies.

Skillset: Content Creation & Strategy, Social Media Management, SEO & Content Optimization, Email Marketing, Brand Messaging & Communication, WordPress, Hootsuite, ZOHO Campaigns, Canva, Adobe, ZOHO CRM

EXPERIENCE

INGSOL LLP

Marketing Associate

Sept '23-Dec '24

- Curated and published over 50 high-engagement blogs, articles, and news stories for the company website and social media platforms, contributing to a 30% increase in LinkedIn engagement
- Collaborated with design teams to produce visually appealing marketing materials for digital campaigns, social media, newsletters, and presentations, resulting in consistent brand messaging and improved audience reach
- Led website content management, optimizing SEO with industry trends
- Ideated and executed internal and external communications, including social media posts, internal mailers, and email marketing campaigns via ZOHO, achieving an email open rate improvement of 15%
- Managed content calendars and streamlined the timely delivery of marketing assets, ensuring seamless workflow and increased project efficiency
- Applied UI principles to enhance the user experience of the "Pouch" mobile application
- Prepared comprehensive reports and presentations to inform strategic marketing and communication decisions

Pinkerton Comprehensive Risk Management

Marketing Specialist

March '22-August '23

- Curated targeted blog content for Google Business, LinkedIn, and Quora, generating a 25% increase in engagement across platforms
- Created brand-aligned internal communications, including PowerPoint presentations and mailers, contributing to stronger internal brand consistency

- Conducted quarterly CRM feedback surveys, analyzing results to drive a 10% increase in client retention and satisfaction
- Managed PES services and developed CRM performance reports, supporting data-driven decision-making and enhancing service quality

Milliman India

DC Benefits Intern

July '21-Sept '21

- Conducted thorough research on participant records for accuracy.
- Conducted payment reconciliation and addressed any discrepancies.
- Maintained documentation for payroll processing in compliance with regulations.

MBAtrek Pvt. Ltd.

Intern - Marketing Communications

Sept '20-Nov '20

- Developed social media strategies that contributed to a 10% growth in followers and improved engagement rates
- Promoted courses and increased awareness through targeted social media campaigns, supporting brand growth
- Coordinated with cross-functional teams to align social media content with marketing goals

Amazon IN

Customer Service Intern

July '18-Oct '18

- Handled inbound voice calls to address customer grievances promptly.
- Ensured adherence to established processes while providing resolutions.
- Documented customer inquiries and followed up to ensure resolution.
- Maintained meticulous documentation of customer interactions and ensured timely follow-up to guarantee complete resolution of all inquiries.

EDUCATION

Jamia Hamdard

Master of Business Administration (Marketing & HR)

July '19-July '21

Institute of Innovation in Technology & Management

Bachelor of Business Administration

Aug '15-May '18

CERTIFICATIONS

BECOME AN AI-POWERED MARKETER	2024
BUILDING A B2B CONTENT MARKETING STRATEGY CRAFTING A WINNING SEO STRATEGY	2022
ENGAGE & CONVERT THE ULTIMATE EMAIL MARKETING GUIDE	2021
CONTENT MARKETING BASICS - GREAT LEARNING	2021
EMAIL MARKETING - GREAT LEARNING	2020