

Saad Ishfaq

Digital Marketing Specialist

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PROFESSIONAL SUMMARY

Digital marketer specialising in social media marketing, paid advertising and copywriting, with hands-on experience building and growing brands end to end across UK and international markets. Skilled in planning and running Meta and Google Ads campaigns, creating social content, and writing conversion-focused copy. Holds an MSc in Management with Digital Marketing from the University of Hertfordshire. Combines creative content skills with a commercial, results-driven approach to deliver measurable growth.

PROFESSIONAL EXPERIENCE

Digital Marketing Lead | Crimson Digital 2025 – Present

- Built the full brand identity for a UK digital marketing agency, defining the visual style, tone of voice and positioning from the ground up.
- Wrote all website copy and long-form blog content, and designed accompanying blog covers — driving clarity, consistency and search visibility.
- Planned and created social media marketing content across platforms, developing a consistent posting strategy aligned to brand goals.
- Managed paid advertising campaigns on Meta, structuring audiences, creative and budgets to generate qualified leads.

Digital Marketing Specialist | Sigma Square AI April 2025 – Present

- Wrote success stories, case studies and B2B copy for a data and AI company, translating technical products into clear, compelling messaging.
- Created social media content and ran paid ad campaigns that brought in new clients from the US market.
- Developed targeted outreach and campaign messaging, converting prospects into long-term business relationships and contributing directly to revenue growth.
- Collaborated with internal teams on go-to-market strategy, aligning product capabilities with audience needs to maximise campaign impact.
- Conducted market and competitor research to identify opportunities and refine content and campaign strategy.

Content Writer | Massive Dynamics, Islamabad December 2022 – April 2024

- Produced SEO-optimised blog content and product copy for global clients, driving a 40–50% increase in organic search traffic through targeted keyword strategy.
- Developed high-converting social media content that boosted audience engagement and brand visibility across Instagram and LinkedIn.
- Created video scripts and worked with designers and production teams to deliver polished, on-brand creative content.
- Analysed social media performance data and prepared client reports, providing actionable insights to improve content strategy.

Sales Advisor | Hawes & Curtis, London October 2025 – Present

- Consistently met and exceeded weekly sales targets through consultative selling and tailored product recommendations to a diverse client base.

- Grew revenue through proactive upselling and cross-selling, matching customer needs with complementary products to lift average transaction value.
- Built strong client relationships, fostering loyalty and repeat business through personalised, high-quality service.

EDUCATION

MSc Management with Digital Marketing | University of Hertfordshire, UK *Feb 2024 – Jul 2025*

- Specialised in digital marketing, brand positioning, integrated marketing communications and data-driven decision making.
- Hands-on experience with HubSpot, SEMrush, Google Analytics 4, Power BI, Facebook Ads and Google Ads.

BS English Language & Literature | National University of Modern Languages, Pakistan *2019 – 2023*

- Developed advanced writing skills with a focus on persuasive writing, rhetoric and professional communication — a strong foundation for copywriting.

CERTIFICATIONS

- Copywriting — The Laptop Living
- Digital Marketing Foundations — Coursera
- The Complete Digital Marketing Course (12-in-1) — Udemy

KEY SKILLS

Social Media Marketing · Meta Ads · Google Ads · Email Marketing · Copywriting · Content Strategy · SEO · Brand Positioning · Campaign Management · Market & Competitor Research · Go-to-Market Strategy · Performance Analysis

Tools & Platforms

Meta Business Suite · Meta Ads Manager · Google Analytics 4 · HubSpot · SEMrush · Power BI · Mailchimp · Klaviyo · Canva

AI Tools

Claude · ChatGPT · Gemini · Jasper · Perplexity

LANGUAGES

English — Fluent | Urdu — Native