

# Sania Anjum

Sharjah, United Arab Emirates

Visa Status: UAE Dependent Visa (under family sponsorship)

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## SUMMARY

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Marketing professional with expertise in international management and analytics, blending creative digital strategies with data-driven insights. Experienced in driving customer engagement, optimizing marketing campaigns, and delivering measurable results across diverse global markets.

## WORK EXPERIENCE

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### We Care Solutions

April 2023 – March 2025

*Remote Digital Marketing Executive*

*Sharjah, United Arab Emirates*

- Managed international client portfolios, designing and implementing digital marketing strategies tailored to diverse markets.
- Developed and executed SEO-driven content marketing campaigns, increasing organic traffic and brand visibility.
- Conducted market analysis and audience segmentation to optimize paid media campaigns, boosting ROI by 25%.
- Enhanced client relationships by delivering data-driven insights and actionable marketing analytics, ensuring measurable results.

### eGeeks Pvt Ltd

October 2017 – September 2019

*International Sales Executive*

*Karachi, Pakistan*

- Managed client portfolios and coordinated sales activities, achieving revenue growth across key accounts.
- Developed and implemented online sales strategies to expand the customer base and improve retention rates.
- Responded promptly to client queries, ensuring a high level of customer satisfaction and engagement.
- Maintained accurate CRM records and streamlined data management to support sales forecasting and decision-making.

### Computer Information Services Pvt Ltd

January 2016 – February 2017

*Marketing Executive*

*Karachi, Pakistan*

- Executed telemarketing and digital marketing campaigns, driving customer acquisition and engagement across channels.
- Analyzed and reported campaign performance, increasing lead conversion rates by 15%.
- Improved inquiry response processes, boosting customer satisfaction by 20% and retention rates.

## EDUCATION

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### University of Stuttgart, Germany

February 2024

*Erasmus Exchange Program (Part of master's in international management and marketing)*

### University of Bergamo, Italy

October 2022 – Present

*Master's degree in international management and marketing*

### Hamdard University, Pakistan

March 2014

*Bachelor of Science in Computer Science*

## SKILLS

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- Marketing Analytics: RapidMiner, Google Analytics, CRM systems
- Digital Marketing: SEO, Paid Ads, Content Marketing, Social Media Campaigns
- Data Analysis: Reporting, Insights, Performance Metrics
- Design Tools: Adobe Photoshop, Illustrator, Procreate
- Soft Skills: Client Management, Strategic Planning, Team Collaboration, Cross-Cultural Communication