

Saba Malik

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ABOUT

Digital Marketer with a background in education, event management, and management. Proficient in strategic planning, effective communication, and meticulous campaign execution. Possesses strong communication skills for building lasting customer relationships and collaborating effectively across teams.

EDUCATION

Digital Marketing

2024

CareerFoundry 6-months intensive project-based program

Proficient in: SEO | Email Marketing | Paid Social Marketing | Analytics | Copywriting | Video | Multi Conversion Rate Optimization | Social Media |

Equipped with: Communication Skills | Adaptability | Project Management | Problem Solving | Creativity |

IBDP CAT 2

2016

International Baccalaureate Diploma Program (French)

NATIONAL UNIVERSITY OF MODERN LANGUAGES

2008 – 2012

Bachelor of Science in Modern Languages

LANGUAGES

Urdu (native)

English (second language)

French (conversational)

German (B1)

Senior Counter Associate

DECIEM / DEC 2022 – JAN 2023

Customer service, product consultation, teamwork, handling, restocking, addressed and resolved customer feedback. Customer purchasing rate reached its peak.

IB FRENCH LANGUAGE FACILITATOR

BEACONHOUSE SCHOOL SYSTEMS/ 2016 – 2019

IB educator, integrated technology into class setting, prepared exams, grading, and report evaluations, executed International and charity events and led the school drama club. Achieved a 100% success rate and guided students to numerous competition victories.

MANAGER PR AND EVENTS

LANGUES SANS FRONTIERES ISLAMABAD / AUG 2013 – MAY 2016

↑ FRENCH LANGUAGE INSTRUCTOR

LANGUES SANS FRONTIERES ISLAMABAD / JUL 2013 – DEC 2021

Co-founded LSFI. Designed, implemented, and facilitated lessons. Executed social media campaigns and managed public relations responsibilities. Oversaw the planning, organization, staffing, and direction of various activities. Introduced foreign languages and secured agreements with five educational institutions.

FRENCH LANGUAGE INSTRUCTOR

ALLIANCE FRANCAISE D'ISLAMABAD / JUN 2011 – DEC 2013

↑ EVENTS AND MEDIA MANAGER

ALLIANCE FRANCAISE D'ISLAMABAD / JUL 2012 – DEC 2013

Developed and delivered French language lessons tailored to children, adolescents, and adults. Additionally, oversaw press relations, social media content creation and event management for the French Embassy.

CareerFoundry Projects

Green Gatherings (Content marketing strategy):

Performed market research to develop buyer personas, matched blog articles and email course topics with the target market and competitors. Assessed and reported findings and key performance indicators (KPIs).

Inclusive Tomorrow (social media and paid marketing strategy):

Examined data across multiple marketing channels, derived insights, and utilized these findings to shape the development of a fresh digital marketing strategy for a brand.