

Resume

MARIA KHAN

Phone: +92 331 6352729

Email: maria.cw.seebiz@gmail.com

LinkedIn: <https://www.linkedin.com/in/maria-khan-8a402922b>

Skills

As a content strategist, I design and execute impactful content strategies for B2B and B2C markets, effectively driving engagement across kids, healthcare, SaaS, and business sectors. I specialize in enhancing brand visibility and presence through digital channels with messaging that resonates with diverse audiences.

Experience

June 2024 - PRESENT

Doctors Prescribed, National Hospital, DHA – Content Lead

- Crafting impactful content for digital platforms
- Leading and monitoring the content team
- Developing a content strategy for digital and social media platforms
- Analyzing content performance metrics on social media to refine strategies
- Upholding brand voice and consistency across all digital and social media platforms

May 2022 - May 2024

SeeBiz (SaaS-based Company), Jail Road, Lahore – Senior Content Writer

- Providing on-page and off-page content
- Creating content for the B2B market
- Writing technical content (SeeBiz user manual)
- Crafting technical content for vendors' storefronts and products
- Developing marketing funnels to guide B2B audiences from awareness to conversion

March 2021 - April 2022

Baby Planet, Model Town, Lahore – Content Writer & Strategist

- Designing social media content calendars to drive engagement
- Creating social media posts to build brand presence and connect with audiences
- Crafting engaging on-page and off-page content to drive content marketing
- Providing technical content for kids' products

January 2019 - August 2022

Freelance – Content Writer

- Writing well-structured drafts
- Preparing technical and non-technical academic papers and articles

Projects

Baby Planet Website Content

- Link: <https://babyplanet.pk/>

SeeBiz Website Content

- Link: <https://www.seebiz.com/>

Bin Yousaf Traders Brochure Content

- Brochure ideas and content

Bustler Coffee Affiliate Marketing Content

- Link: <https://bustlercoffee.com>

Education

2015 - 2017

University of Agriculture, Faisalabad – M.Phill Biotechnology

2009 - 2011

University of Lahore, Lahore – M.Sc Molecular Biology & Biotechnology

2006 - 2008

Garrison College, Lahore – B.Sc

2004 - 2006

Defence Degree College, Lahore - HSSC

2002 - 2004

Govt. High School, Mandi Bahauddin - SSC

Courses

September 2024

Coursera - *Create and Design Digital Products using Canva*

October 2024

UC DAVIS - *The Strategy of Content Marketing*

October 2024

Meta Course - *Measure and Optimize Social Media Marketing Campaigns*