

Sameera Saeed

Senior Social Media Manager | Content Strategist



 sameeraasaeed@gmail.com

 0525233180

 Jumeirah Village Circle, Dubai, UAE

 sameeradxb.online

 linkedin.com/in/sameera-saeed

Profile

Senior Social Media Manager and Content Strategist with **6+ years** of experience driving organic and paid social growth across the education, automotive, lifestyle, and retail sectors in the UAE and UK markets. Specialized in social media strategy, content creation, Meta advertising campaigns, SEO copywriting, website management, catalogue development, analytics reporting, and conversion-focused brand campaigns. Proven track record of generating **20K+ organic followers, AED 200K+ in revenue, 35% growth in app downloads, successful delivery of campaigns worth £40K+, and high-ticket lead generation for Dubai real estate projects.**

Employment History

- | | |
|---------------------------------|--|
| 11/2025 – 02/2026
Dubai | Marketing Manager (Contract)
<i>Sansam Ceramics</i> <ul style="list-style-type: none">• Handled end-to-end marketing across social media, content planning, traditional marketing, catalogue development and website updates during a 4-month Dubai contract.• Planned and executed the Christmas campaign, collaborating with the sales team to send client presents and strengthen customer relationships.• Managed marketing inventory, sales samples and product materials to support showroom activity, sales presentations and client communication.• Developed multiple product catalogues, improving brand presentation, product visibility and sales enablement.• Coordinated website development and regular content updates to improve digital presence and enquiry generation support. |
| 02/2023 – 02/2024
Nottingham | Social Media Content Creator
<i>DG Cars</i> <ul style="list-style-type: none">• Increased app downloads by 35% through platform-specific video content, image assets, SEO-driven copy and conversion-focused landing page content.• Led creative execution for a £40K campaign that achieved 40% ROI through video storytelling, audience-focused messaging and paid and social content alignment.• Boosted engagement by 20% through short-form video, interactive content, SEO copywriting and continuous content optimization.• Executed cross-platform strategies for Instagram, Facebook, TikTok and website content to improve automotive brand visibility and lead generation. |
| 08/2023 – Present
Dubai | Social Media Manager
<i>FDE</i> <ul style="list-style-type: none">• Built an organic following of 20K+ followers and supported 3,000+ student enrollments with zero ad spend through high-retention reels, carousels and targeted audience content.• Generated over AED 200K in revenue through Instagram and Facebook campaigns, conversion-led visuals, campaign copy and short-form video content.• Managed content calendars, captions, scripts, social media strategy, community engagement and analytics reporting across Instagram, Facebook and LinkedIn.• Improved engagement and conversion quality by segmenting content around student journey stages, course interest, pain points and clear calls to action. |

10/2020 – 02/2023
Islamabad

Technical Content Writer / Creator

Codefier

- Increased organic traffic by 15% through SEO-optimized blogs, keyword-focused website content and supporting visual assets.
- Developed content guidelines, caption frameworks, blog structures and workflow standards to improve content quality and team efficiency.
- Produced social media, web and technical marketing content for digital products, agencies and client brands.

02/2020 – 01/2023
Islamabad and
Dubai

Social Media Manager | Content Creator

Freelance

- Delivered social media strategies for freelance clients across multiple industries, using content calendars, competitor research, captions and creative direction to grow engagement.
- Co-led the organization and digital promotion of World NGO Day, improving event visibility and stakeholder engagement across social and community platforms.

Education

02/2016 – 06/2020
Islamabad

Software Engineering

Capital University of Science and Technology

Courses

09/2022 – 02/2024

Advanced Facebook Ads

10/2022 – 12/2022

The Strategy of Content Marketing

University of California, Davis

Skills And Tools

Senior Social Media Management | Content Strategy | Content Calendar Planning |
Organic Social Growth | Paid Social Campaigns | Meta Business Suite | Instagram Marketing |
Facebook Marketing | TikTok Content | LinkedIn Content | Community Management |
Campaign Reporting | Conversion Optimization | SEO Copywriting | Website Updates |
Catalogue Development | Brand Campaigns | Influencer Collaboration | Photography |
Graphic Design | Video Production / Reels | Google Analytics | WordPress |
Adobe Creative Suite | Canva | Hootsuite

Languages

English

Professional

Urdu

Native/Bilingual

Arabic

Read and Write Only