

## AYSHA SAIFI

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### Professional Profile

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I'm a seasoned marketer with over five years of experience in helping brands find their voice and audience through strategic digital and full-stack marketing. My journey has taken me deep into SEO (where I've 10X'd organic traffic), content creation (boosting engagement by 30%+), and social media (growing audiences by 35%). What excites me most is finding that perfect balance between data and creativity - using insights to craft strategies that actually move the needle.

### Work Experience

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#### Eqvista

San Francisco, CA, USA, Remote

#### Digital Marketing Officer/Marketing Associate

Aug 2022 - Present

- **Data-Driven Content & Social Media Optimization**
  - Developed and executed high-impact product marketing and content strategies, including Go-To-Market (GTM) plans, to define product positioning, promotion, and drive market adoption.
  - Boosted engagement by 30% and website traffic by 15% in 3 months with a targeted content strategy.
  - Analyzed GA4 and social insights, optimizing CTR and conversions; infographics & short-form videos drove a 20% follower growth.
  - Optimized posting schedules & conducted A/B testing for maximum engagement.
  - Leveraged LinkedIn Articles and Medium for B2B lead generation, enhancing brand authority & backlinks.
  - Built brand visibility around LinkedIn Groups & Communities.
- **SEO & Organic Growth**
  - Assisted in an SEO project that resulted in a 35% increase in organic traffic with keyword research.
  - Used SEMrush/Ahrefs for ranking analysis & Google Search Console for technical SEO fixes.
  - Built content clusters and internal links, improving domain authority & CTR.
- **Key Achievements**
  - **GTM strategies** contributing to successful market entry and adoption.
  - **30% higher social engagement** with a data-backed strategy.
  - **250+ priority keywords** ranked, driving 35% more organic traffic.
  - **35% faster content production** using AI tools without quality loss.

#### Startupr Hong Kong Limited

Hong Kong, SAR, China, Remote

#### Content Specialist

Aug 2021 - Jul 2022

- **Data-Driven Content Strategy**
  - Increased organic traffic by 40% in 8 months with targeted content aligned with KPIs & brand growth.
  - Optimized website content, UX, and layout, boosting average session duration.
- **SEO & Competitive Analysis**
  - Identified 25 high-opportunity keywords (using SEMrush), driving 70% traffic growth.
  - Executed on-page SEO: metadata, internal linking, & content clusters.
  - Off-page SEO: backlink building & guest posts on industry platforms.

- **Team Management**
  - Managed 4 writers, set quality benchmarks, and improved rankings for 30% of target keywords.
- **Key Achievements**
  - **28% more organic traffic** through on-page SEO & content gap analysis.
  - **18% higher CTR** with revamped visual content strategy.

## Life of Line

### Social Media & Digital Marketing Specialist

Bangalore, India

Feb 2020 - Jul 2021

- **Social Media Growth**
  - Managed 12+ accounts, expanding the follower base by 35% in 4 months.
  - Boosted engagement with Facebook audience segmentation, A/B tested formats (carousels vs. images), & data-driven posting schedules.
- **Website & Digital Marketing**
  - Reduced booking drop-offs by 20% with UX/SEO optimizations (metadata, alt text, GA insights).
  - Ran cost-effective Facebook Ads (15% lower CPC than benchmarks) & optimized landing pages.
- **Business Development**
  - Supported startup go-to-market strategies using Google Trends and AnswerThePublic.
  - Tracked KPIs: lead generation & conversion rates.
- **Key Achievements**
  - **35% social media growth.**
  - **20% fewer booking drop-offs.**
  - **15% lower CPC.**

## Skills

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**MarTech:** Marketing Automation, CRM automation, Generative AI, Marketing Research, Data visualization, Google Performance Max, YouTube Shorts strategy, SEO

**Business Strategy & Development:** Product Marketing, Go-to-Market Strategy, Competitive Intelligence, Positioning (Marketing)

**Content Strategy & Optimization:** Content Creation, Storytelling, Auditing, Content Management and Scheduling, Influencer Marketing, A/B testing, Short-form video editing, LinkedIn organic growth tactics, Persuasive copywriting for landing pages, UGC (User-Generated Content)

**SEO & Organic Growth:** On-page and Off-page SEO, E-Commerce SEO, YouTube SEO, Core Web Vitals optimization, Schema markup implementation, Link Building/Guest Posting

**Social Media & Engagement:** SMO, Email Marketing, LinkedIn thought leadership, SMM

**Tools:** WordPress, SEMrush, Ahrefs, HubSpot, Canva, Hootsuite, Apollo.io, Google Search Console, LinkedIn Analytics, GA4, Meta Ads, ChatGPT-4, Jasper/AI, Biteable

Education

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University of Delhi  
B.A. (Hons.) Economics

Jul 2015 — Aug 2018

Certificates

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| • Digital Marketing Professional Certificate, Content Marketing Institute | May 2025 |
| • Product Marketing Certificate, LinkedIn                                 | May 2025 |
| • Go-To Market Strategy, LinkedIn                                         | May 2025 |
| • Product Marketing Competitive Intelligence, LinkedIn                    | May 2025 |
| • Content Marketing Strategy for Product Marketers, LinkedIn              | May 2025 |
| • Inbound Marketing, HubSpot                                              | Nov 2024 |
| • Email Marketing, HubSpot                                                | Nov 2024 |
| • Marketing Analytics, LinkedIn                                           | May 2025 |
| • Keyword Research Certification, SEMRush                                 | Oct 2019 |

Languages

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- English
- Hindi
- Urdu