

SARWAT SAYYED

FREELANCE DIGITAL MARKETER | CONTENT DEVELOPER |
SOCIAL MEDIA MARKETER

CONTACT



8668749715



sarwatsayyed000@gmail.com



digitalsarwat.com



Bldg no.6/101 Sadguru Complex, Opp.
Cinemax Multiplex, Beverly Park, Mira
Road

SKILLS

Content Creation

Content Strategy

Social Media Management

Social Media Marketing

Wordpress Website Design

Canva

Facebook Ads

Google Analytics

Google Search Console

SEO

Blogging and Content Writing

CAREER OBJECTIVE

To develop my own identity as the best performer in the organization with the knowledge and skills acquired and add value to the growth of the organization through continuous learning. Willing to work as a key player in challenging and creative environment.

WORK EXPERIENCE

Subject Matter Expert and Quality Checker- Biology and Chemistry

PhysicsWallah

Dec 2023

- Creating well-researched, original, and high-quality written content that aligns with the brand's voice and tone. Create 4 topics in a day of plagiarism-free content.
- Writing blog posts, articles, and other content as required.
- Conduct thorough research to gather accurate information and data on various topics.
- Analyze documents to maintain continuity of style of content
- Ensure that all content is factual, credible, and up-to-date.
- Quality check of all articles submitted by other writers
- Manage updates and revisions
- Familiar with the usage of grammar checking tools like Grammarly. DupliChecker Plagiarism free Content.
- Meticulously reviewing and fact-checking content to maintain precision and reliability.
- Using relevant keywords and following basic Search Engine Optimization (SEO) principles to enhance content visibility and search engine rankings.
- Review and edit content to ensure clarity, coherence, and error-free writing.
- Ensure all content adheres to the brand's style guidelines.
- Working closely with the marketing, design, and development teams to create content that supports overall business objectives.
- Collaborating with a team of experts to ensure accurate and comprehensive content.

Freelance Content Writer

Samantechnosyys

jJuly 2023

- Creating Content for Different Categories like Real Estate, Animals, Birds, Motorcycle, Legal, SEO-friendly content for the same in US and Indian English
- Co-ordinate with the digital marketing team for content structure and guidelines
- Implementing keyword research

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STRENGTHS

- Patience
- Positive attitude
- Co-operative
- Leadership
- Team Worker
- Efficient
- Adaptive
- Innovative

EDUCATION

Staenz Academy

2018-19

Digital Marketing Expert Program

B. E Biotechnology

S.S.B.T 's College of Engineering

2008-2012

WORK EXPERIENCE

Freelance Digital Marketer

Mindovermatter.help

- Setting up Profile on all Social Media Channels like Facebook, Instagram, Pinterest, etc,
- Curated Content for all Social Media Channels. Preparation of Content Calendar.
- Website Management and Maintainence
- Keyword Research.
- Optimization on Facebook, Instagram, etc.
- Utilized data to understand what worked and what didn't work on Social media Platforms to improve Engagement Rate.
- Regular Posting on all Platforms.
- Uploading and Management of the Video Content and Audio Content for Podcasting Platforms
- Handling Podcasting Platforms – Spotify, Amazon Music, Google Podcast
- Handling Youtube Channel and Uploading Videos and Optimisation of it

Wordpress Website Designer

Pathfiinder

May 2023

<https://pathfiinder.com/>

- Designing and building the website front-end.
- Creating the website architecture.
- Designing and managing the website back-end, including database and server integration.
- Generating WordPress themes and plugins.
- Conducting website performance tests.
- Troubleshooting content issues.
- Monitoring the performance of the live website.
- Back up files from Web sites to local directories for recovery.
- Identifying problems uncovered by client feedback and testing and correcting or referring problems to appropriate personnel for correction.

Content Developer

Ano Writers

November 2022- April 2023

- Creating Content for Different Categories like Health , Finance, education, religious content and on multiple niches
 - Co-ordinate with the digital marketing team for content structure and guidelines
 - Implementing keyword research
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CERTIFICATION

Google Certification -Google
My Business

Google Certification - Google
Ads

Google Certification - Google
Analytics Basics

Social Media Marketing by
Hubspot Academy

Content Marketing by Hubspot

WORK EXPERIENCE

Digital Marketing Executive

LcJewelz

Dec 2021 - Nov 2022

- Uploading Products on Website and other Platforms
- Setting up Profile on all Social Media Channels like Facebook, Instagram, Pinterest, LinkedIn ,etc,
- Curated Content for all Social Media Channels. Preparation of Content Calendar.
- Working on SEO.
- Keyword Research.
- Optimization on Facebook, Instagram, Pinterest, Twitter, LinkedIn etc.
- Utilized data to understand what worked and what didn't work on Social media Platforms to improve Engagement Rate.
- Regular Posting on all Platforms.
- Built out on Excel Sheet to collaborate B2B business leads.

Ghost Content Writer

Cafe Social Magazine

December 2022

Story Published in December Edition

- Curated Content on the Story "Growing Old is Inevitable But Growing up is Optional" and designed youtube video for it.

Website Design and Management

Perfect Recruits

perfectrecruits.in

theperfectrecruit.com

July 2021 - June 2022

- Designing and building the website front-end.
 - Creating the website architecture.
 - Designing and managing the website back-end including database and server integration.
 - Generating WordPress themes and plugins.
 - Conducting website performance tests.
 - Troubleshooting content issues.
 - Monitoring the performance of the live website.
 - Back up files from Web sites to local directories for recovery.
 - Identifying problems uncovered by client feedback and testing, and correcting or referring problems to appropriate personnel for correction.
 - Handling Google My Business Account for Local SEO.
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REFERENCES

Dipti Katariya

9820595942

katariadipti1@gmail.com

Lalita Mali

8452921909

malilalita@gmail.com

LANGUAGES

English 

Marathi 

Hindi 

WORK EXPERIENCE

Digital Marketing Executive

AJ Vastar Global

March 2021- July 2021

- Monitoring Company and brand on Social Media
- Setting up Profile on all Social Media Channels like Facebook, Instagram, Pinterest, LinkedIn Twitter, etc,
- Curated Content for all Social Media Channels. Preparation of Content Calendar.
- Set up and Configured Mailchimp Account for the Client.
- Worked on Local SEO to grow their online search presence leading to an increase in organic search traffic from 200 to 3000 users a month on average
- Clients saw an average increase in sales from online channels after best practices were established and implemented.and Lead generation Upto 45 %.
- Optimization on Facebook, Instagram, Pinterest, Twitter, LinkedIn etc.
- Utilized data to understand what worked and what didn't work on Social media Platforms to improve Engagement Rate.
- Regular Posting on all Platforms.
- Built out on Excel Sheet to collaborate B2B business leads..

Digital Marketing

Uptrend Academy

April 2019

- Design complex WordPress solutions for back-end and front-end development to establish and guide website architecture and functionality
- Collaborate with clients to develop site-map guidelines and requirements to capture content, features and functionality for site development efforts.
- Develop custom mobile-friendly WordPress templates and themes to align with site design and branding for clients.
- Worked with Share Marketing institute to grow their online search presence leading to an increase in organic search traffic from 200 users a month on average.
- Clients saw an average increase in sales from online channels after best practices were established and implemented.
- It has ranked on keywords
"Share Marketing Institute in Jalgaon"
"Share Market Classes In Jalgaon"
"Share Market In Jalgaon"
"Share Market Institute in Jalgaon"