



ZULAIKHA ZULJALLALY

DIGITAL AND CONTENT MARKETING

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[Zulaikha Zuljallaly](#)

SUMMARY

A highly driven digital marketer with 4 years of experience within the tech industry. Solid background in digital marketing, project management and PR. Significant collaboration and cross-functional skills, data-driven, and have a high interest in analysing and understanding audience and market research.

EDUCATION

2014 - 2018 • Upper Iowa University
Bachelor of Science (Marketing and Management)

2019 • Next Academy
Digital Marketing Quantum Degree

WORK EXPERIENCE

Jan
2021-
Present

Snappymob

Marketing Executive, Team Lead

- Formulate, implement and execute 360 marketing campaigns to drive customer awareness, acquisition, and retention.
- Develop strategic planning for the marketing team to align our direction with the organization's goals.
- Build, lead and manage inbound marketing campaigns.
- Measure and report performance of all marketing campaigns, and assess against goals (ROIs and KPIs).
- Manage and oversee the company's editorial calendar for social media, landing pages, website, and blog.
- Manage and supervise the execution of marketing projects and ensure all marketing deliverables are high quality and aligned with our brand.
- Communicate and work across departments to create a product delivery roadmap and ensure branding consistency.
- Create messaging and marketing collateral that aligns, supports, and promotes corporate activities (PR, recruitment, and lead generation)
- Participate and manage events and partnership activities.

Notable Achievements

- Successfully carried out SEO initiatives, ranking our top primary keywords on page 1 of Google in under 12 months, ultimately reducing advertising costs by 60%.

May
2020-
Jan
2021

Snappymob

Digital Marketing Executive

- Build, lead and manage all of our inbound marketing campaigns.
- Manage and create a content calendar quarterly for all digital channels.

- Write and produce creative content for the website and official social media accounts — LinkedIn, Instagram, Facebook, Twitter, and YouTube.
- Manage search ads (Google) campaign and monitor performance.
- Grow backlinks profile through outreach campaign.
- Collaborate with the design and development team to ensure website stays updated.

Notable Achievements

- Initiated Snappymob's inbound marketing and brought about an increase of 45% in traffic to leads organically.

**May
2019-
May
2020**

Favful

Community and Account Executive

- Produced and manage creative content for official social media accounts — Instagram and Facebook.
- E-commerce sale campaigns: Ideation to execution of marketing campaigns to achieve yearly KPIs and brand awareness.
- Manage company's paid media ads, landing pages, and email marketing efforts.
- Managed 10 media campaigns for brands — Nivea, Eucerin, Mayflower, Continental, The Olive Tree and more.

Notable Achievements

- Grew talent network from 0 to 2000+ influencers.
- Increased community growth by 5000+ new followers organically in 3 months.

**Jan
2019-
Apr
2019**

Haskell Malaysia

Marketing Intern

- Managed all digital platforms by creating engaging content for the B2B construction audience.
- Assist in project proposals.
- Responsible for event planning and awards programme to increase credibility in the industry.

PROFESSIONAL SKILLS

- Digital Marketing
- Copywriting
- Strategic Planning
- Agile Project Management
- Search Engine Optimization (SEO)
- Ads (Google, FB and LinkedIn)

PERSONAL SKILLS

- Data-driven
- Highly adaptable
- Fast learner
- Creative
- Critical thinking
- Teamwork