

Areeba Atiq

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Marketing Associate | Building Brand Advocacy & Growth

Leveraging expertise in social media, content marketing, and event execution, I craft engaging content, foster interactive communities, and run targeted campaigns to achieve brand objectives. Skilled in planning and managing successful events and webinars, ensuring a seamless attendee experience and driving measurable outcomes.

Work Experience

06/2023 – present
Bengaluru, India

Content Editor & Marketing Associate Appknox, XYSec Labs Ltd

- Authored multiple case studies highlighting customer success stories
- Drafted high-ranking technical blog posts – (<https://www.appknox.com/blog/how-can-owasp-mastg-and-owasp-masvs-redefine-your-mobile-app-security>) to establish Appknox as a thought leader in the industry, utilizing relevant industry jargon for targeted reach
- Crafted compelling press releases to generate media coverage and handled various CyberSecurity and Gartner events
- Revamped website content to enhance user experience and improve organic traffic.
- Managed the social media presence across various platforms, fostering an active online community.
- Developed and executed targeted social media campaigns to achieve specific marketing goals.
- Designed and distributed engaging social media collateral (e.g., posts, infographics) to increase brand visibility
- Spearheaded influencer marketing initiatives by collaborating with relevant industry experts. Along with hosting & promoting Webinars and Podcasts

12/2022 – 05/2023
Remote

Digital Marketing Executive WebyPreneurs (Backed by WebyTechs)

- Developed and implemented comprehensive digital marketing strategies that resulted in a 30% increase in online engagement and a 20% growth in leads within the first year of employment.
- Managed all social media platforms, creating engaging content and driving a 40% increase in followers and a 25% increase in website traffic.
- Conducted thorough market research and analysis to identify key industry trends and competitor strategies, resulting in the optimization of digital ad campaigns and a 15% decrease in cost per acquisition.
- Collaborated cross-functionally with sales and product teams to align digital marketing efforts with overall business goals, leading to a 10% increase in sales revenue and customer retention.

05/2023 – 06/2023
Remote

Social Media Marketing Freelancer

- Revamped product listings and content for various brands (like - Kelloggs, Purple etc.,) for Amazon ads
- Optimized content to improve product visibility and brand messaging within the platforms.

06/2022 – 12/2022
Remote

Social Media Intern Playwise

- Created and implemented high-performing social media marketing campaigns for e-sport tournaments, increasing engagement and social interaction and writing articles
- Used in-depth knowledge of Google Ads and SEO to carefully monitor campaign performance

Work Experience

- Ideation to execution of content, presentations, and campaign pitches

Professional Skills

- CORE SKILLS - SOCIAL MEDIA MARKETING AND DIGITAL MARKETING

Creative Content Creation



Marketing Strategy



Webinar & Event Management



Presentation Skills



MS Suite, GSuite, CRM Management (HubSpot)



SEMRush, Google Analytics, Meta Suite, MailChimp, etc.,



- SOFT SKILLS

Cross Functional Communication & Effective Oration



Zero to One Initiatives



Relational Intelligence



Attention to Detail



Education

02/2020 – 04/2023
Delhi, India

Economics | Bachelor of Arts
Sri Aurobindo College, Delhi University