

DIGITAL STRATEGIST

Saif Ullah Khan

I bring a blend of digital marketing expertise, business strategy, and tech-savvy leadership to help businesses grow in the digital age. With a strong background in performance marketing, SEO, and brand positioning, I specialize in building strategies that not only attract but convert and retain customers. I'm passionate about scaling businesses through measurable campaigns and meaningful user experiences.

EDUCATION & ACHIEVEMENTS

2014 - 2017

BS COMPUTER SCIENCE
CUST UNIVERSITY ISB

2015 - 2017

Chairperson Of ACM-Chapter CUST University, Islamabad

CORE PROJECTS

BrandCity -

Built & Scaled A Multi-Brand E-Commerce Store With A Strong SEO Foundation And Paid Acquisition Channels.

Service Apartments -

Developed And Managed Digital Campaigns For A Hotel/Visa/Flight Booking App.

Exagic -

Leading The Growth And Marketing Side Of Exagic, Helping Secure Partnerships And Clients From The USA, UAE.

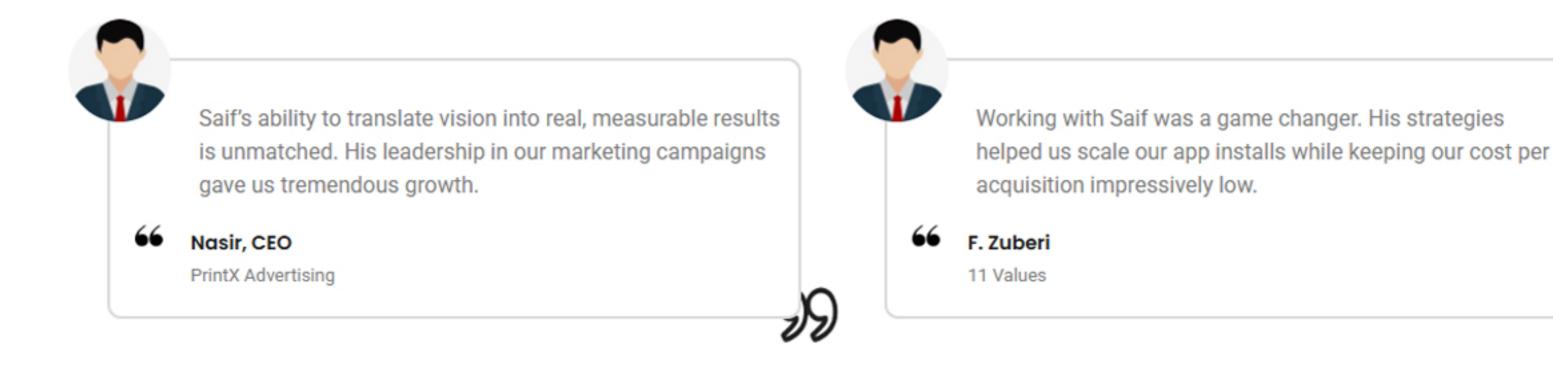
KEY EXPERTISE

- Digital Marketing Strategy
- SEO & Organic Growth
- Content Strategy & Brand Positioning
- UI/UX & Customer Journey Optimization
- - Performance Campaigns (Meta, Google Ads)
- Funnel Building & CRO
- Marketing Automation & Retargeting
- Team & Project Management

TOOLS & PLATFORMS

- Meta Business Suite, Google Ads, GA4
- Google Tag Manager, Data Studio
- Shopify, WordPress, Webflow
- SEMRush, Ahrefs, ScreamingFrog
- Zapier, Mailchimp, Hubspot
- Slack, Trello, Asana

Testimonials



Clients















SUMMARY OF KEY ROLES & RESPONSIBILITIES IN PAST JOBS

- Led and managed full-funnel marketing strategies for B2B and B2C clients in software, e-commerce, real estate, and healthcare industries.
- Built SEO frameworks from scratch, increasing organic traffic and improving search visibility for multiple brands.
- Planned and executed high-converting ad campaigns on Meta and Google Ads with a strong focus on ROI and performance KPIs.
- Worked closely with UI/UX teams to optimize landing pages, improve customer journeys, and increase conversion rates.
- Oversaw team operations, streamlined workflows, and collaborated with developers and designers to bring integrated campaigns to life.
- Built Exagic's brand presence and strategic outreach for international partnerships in the US and UAE markets.

Fun Facts

