



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



Saif's ability to translate vision into real, measurable results is unmatched. His leadership in our marketing campaigns gave us tremendous growth.



Nasir, CEO
PrintX Advertising



Working with Saif was a game changer. His strategies helped us scale our app installs while keeping our cost per acquisition impressively low.



F. Zuberi
11 Values

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



Happy Clients

578



Working Hours

4,780



Awards Won

15



15 Coffee Consumed

1,286