



# Ayesha Sameen

Brand | Product |  
Content Strategist

## Contact

+92-307-2610089  
ayeshaxameen@gmail.com

31, St 15, Sector H, Bahria Enclave, Isl,  
Pakistan

## Education

Bachelor of Science (BSc) 2015 – 2019  
University of Karachi

O'Levels (GCE) 2010  
White House Grammar School

## Professional Summary

Results-driven strategist with a proven track record of creating compelling brand identities, leading high-performing teams, and driving engagement across digital and physical marketplaces. Skilled in content development, market research, and campaign optimization to maximize brand visibility and conversions.

## Experience

### ABSONUTRIX LLC - US

Brand Manager

Sep 2023 - Present

- Oversee supplement and beauty product sales across three major Amazon accounts, generating **\$25,000+ monthly** revenue per account.
- Lead and coordinate a team of marketers, designers, and writers to optimize product visibility, branding, and conversion rates.
- Formulated high-quality supplement blends, achieving **5-star ratings** and consistent **100+ unit sales** per month upon launch.
- Collaborate with production, QA teams, labs, and purchasing departments to streamline product development and market entry.
- Transformed the Colfax, Greensboro store's branding—redesigning posters, wall hangings, and color schemes—boosting foot traffic and in-store engagement.
- Designed seasonal and festive promotions, **driving sales by 50%** through strategic pricing and inventory management.
- Led the launch of **500+ beauty products**, overseeing label design, marketing content, and positioning to maximize brand impact.

### Creative Manager

Jan 2023 - Sep 2022

- Trained and mentored writers, ensuring content quality, brand consistency, and **streamlined workflow**.
- Developed and executed content strategies, managing social media channels to enhance brand engagement.
- Led ongoing branding initiatives, aligning marketing efforts with **product positioning**.
- Facilitated collaboration between content, design, and marketing teams for **cohesive brand messaging**.
- Assisted in expanding the team by onboarding skilled professionals, and strengthening the company's creative and marketing capabilities.

### Content Designer

Nov 2022 - Jan 2023

- Created marketing content for **Amazon**, ensuring compliance with **FDA policies**.
- Handled copywriting for existing products to enhance brand messaging.

### GEEKS LTD - UK

Senior Copywriter

Aug 2022 - Nov 2022

- Developed branding content, social media posts, and sales copies.
- Crafted engaging email sequences and newsletters to drive conversions.
- Created case studies that contributed to a **5x increase** in sales closings.

## Skills

- Brand Strategy – Developing unique brand identities for market relevance.
- Content & Copywriting – Crafting high-converting content across industries.
- Marketing & Product Launches – Driving engagement through data-driven campaigns.
- SEO & Digital Marketing – Enhancing search rankings and online visibility.
- Team Training – Mentoring writers to uphold quality standards.
- Market Research – Analyzing trends to refine branding and marketing.

### ● ABTACH LTD

*Assistant Brand Manager*

Jan 2020 - Nov 2021

- Led branding and SEO content efforts for a global eCommerce platform with over a **million merchandise listings**.
- Managed SEO content and product descriptions, boosting **sales by 60%**.
- Secured top SEO rankings for multiple brands, driving **80% more SEO clients**.
- Developed and executed content strategies that increased lead **generation by 10x**.
- Strengthened customer engagement, leading to a significant **daily influx of new users** on the eCommerce site.
- Handled SEO projects for external clients, overseeing content submissions across multiple platforms.
- Led a team of **20+ writers**, including training, editing, and strategic guidance.
- Expanded the content department, **doubling its size** within 8 months.

### ● Content Coordinator

Jan 2019 - Jan 2020

- Managed SEO websites, content optimization, keyword placements, and backlinking strategies.
- Created press releases and guest blogs, securing **top search rankings** and increasing traffic.
- Established a **content management and tracking system** to streamline workflow.
- Expanded the content department, assembling and leading a team of skilled writers.
- Oversaw editing, proofing, and content monitoring for consistency and quality.
- Led **onboarding and training**, enhancing writing quality and SEO proficiency.

### ● SEO Content Writer

June 2018 - Jan 2019

- Created **optimized branding content** to enhance visibility and engagement.
- Wrote **press releases and guest blogs**, securing placements on high-traffic industry sites.
- Developed **SEO-driven content** to improve rankings and audience reach.

### ● AXACT

*Senior Copywriter*

Apr 2017 - Mar 2018

- Created high-impact marketing copy that contributed to revenue growth & market share expansion.
- Provided editorial guidance to ensure the delivery of top-tier content.
- Enhanced **click conversion rates** through strategic advertising content.
- Sourced and integrated third-party content to diversify brand messaging.

## Tools & Platforms

- CMS: WordPress, Shopify, Webflow
- SEO & Analytics: Google Analytics, SEMrush, Ahrefs
- Design & Collaboration: Canva, Figma, Adobe XD, Notion
- Project Management: Trello, Asana, ClickUp, Slack
- Marketing Automation: HubSpot, Mailchimp, Klaviyo

## References

**Shaheer Hassan**  
SPAR TYPE PVT  
Ltd/Director Business  
Development

Phone: +92-330-5469386

Email: shaheerhassan11@gmail.com

**Ahsan Rauf**  
Technyx Systems/Full-  
Stack Developer

Phone: +92 311 2031322



## Part-Time/Freelance Projects

- **eLearning Avenue**  
*Content Manager* June 2023 - Present
  - Managed content for 30+ brand websites, enhancing visibility and presence.
  - Led a remote team to develop branding and marketing materials.
  - Executed content strategies and ensured cohesive brand messaging.
- **Appfynder LLC - US**  
*Content Manager* May 2023 - Jan 2024
  - Led a remote writing team, crafting branding and marketing content.
  - Designed content strategies to strengthen product identities.
- **Matriarchs Media - UAE**  
*Content Manager* Aug 2020 - Dec 2023
  - Created compelling sales copy and managed social media calendars for brands including Tamir Real Estate, 360 Audit and Business Development, Rapid Move, House of Spices, and Pakistan Supermarket.
- **Connectin Digital - UAE**  
*Writing Coach/Copywriter* June 2019 - Aug 2022
  - Created sales-driven content, including web copy, blogs, and social media.
  - Developed brand messaging for **Tom Projects**.
  - Trained and mentored in-house writers to enhance content quality.
- **Dayana - US**  
*Copywriter* June 2022
  - Produced high-quality sales content, including web copy, blogs, and social media content.
- **Jet Data - US**  
*Copywriter* Jan 2020
  - Created engaging blog content optimized for SEO.
  - Managed CMS to enhance content structure and visibility.
  - Achieved Google Rank optimization of up to 90%.
- **Colgate Palmolive**  
*Scriptwriter* May 2019
  - Developed theatrical screenplays and advertisement scripts.
  - Created and executed marketing campaigns that elevated brand awareness and engagement.

### FIVERR

Ayeshasameen

Level 2

Rating 5\*

### UPWORK

Ayesha Sameen

Level Experienced

Rating 5\*