

# Missba A Sayyed

## Marketing & Communications Specialist

✉ missba.a.sayyed@gmail.com ☎ +971 553154115 (UAE) | +1 2366151197 (Canada)

🌐 Website  LinkedIn



Marketing professional with 8+ years of experience in strategic marketing, public relations, and digital campaigns. Proven track record in leading high-impact campaigns, managing creative teams, and driving brand engagement. Skilled in branding, content marketing, social media, CRM, and event planning. Proficient in project management, graphic design, website management, and data-driven strategies. A Canadian citizen with international experience, currently exploring opportunities in the UAE. Also open to freelance projects—happy to connect for both career opportunities and marketing collaborations.

---

### PROFESSIONAL EXPERIENCE

---

#### Marketing Consultant

Oct 2024 – present | Worldwide

*Self Employed*

- Lead and oversee all email marketing campaigns, driving traffic to e-commerce websites and ensuring seamless customer journeys that maximize conversions. Manage a 7,000-strong B2B and B2C audience, strategically segmenting campaigns into 7 groups based on sales teams and purchasing behavior.
- Achieve an average open rate of 30-35% and a click-through rate of 8-12%, with email campaigns generating 40% of total revenue, a key driver of business growth.
- Manage and optimize e-commerce operations, ensuring product listings, stock availability, and content accuracy to enhance sales performance and customer experience.
- Oversee and maintain website integrity, ensuring all product details, images, and links are accurate and fully functional.
- Design and execute promotional strategies, including high-impact web banners and marketing visuals that align with brand objectives and sales goals.
- Develop and implement conversion-focused email templates, strengthening engagement and maximizing revenue opportunities.

#### Campaign Lead (Contract)

Jul 2024 – Dec 2024 | Vancouver

*Fernie Pride Society*

- Developed and pitched the concept for the *Safe Spaces for All Faces* campaign, aligning with the organization's mission to promote inclusivity and community safety.
- Created a comprehensive campaign charter, outlining objectives, messaging strategy, content calendar, and execution timeline.
- Designed and produced four print ads for community outreach, ensuring strong visual storytelling and brand consistency.
- Executed an 8-week social media campaign, developing engaging content, graphics, and messaging to drive awareness and engagement.

#### Senior Executive, Marketing & Communications

Mar 2022 – Oct 2024 | Vancouver

*Andersen LLP*

- Led strategic marketing initiatives, enhancing brand visibility and engagement across digital and social media platforms, contributing to increased audience reach and interaction.
- Optimized website content, creating targeted landing pages that improved user experience and increased conversion rates.
- Managed multimedia content creation, including 15-18 videos per year, ensuring brand consistency across platforms.
- Directed 15-18 webinars annually with an average 60% attendance rate (200-400 registrations per webinar from an audience of 2,000).

- Produced and analyzed post-webinar reports to refine content strategies and improve engagement.
- Created 15-18 blogs per year, each supported with blog graphics, webinar graphics, video edits, and video graphics, totaling 60+ assets annually.
- Played a critical role in Zoho CRM implementation and testing, managing a database of 11,000 contacts, improving segmentation, tagging, and classification for optimized campaigns and event management.
- Launched and managed the company newsletter for 8,000+ subscribers, achieving 25-30% open rates and driving consistent engagement.
- Promoted from Marketing Coordinator to Senior Associate within 2 years, consistently recognized for innovation, leadership, and collaboration.

### **Graphic Designer & Marketing Associate**

Jul 2019 – Jan 2022 | Toronto

*Xcel Source*

- Designed and executed email campaigns using Mailchimp, promoting 25+ products per campaign to a targeted audience of 9,000 customers, achieving an average open rate of 30-35% and a click-through rate of 8-12%.
- Conducted market research to ensure accurate product positioning and competitive pricing, maintaining up-to-date product information on the website.
- Managed website updates, including 100+ product pages, promotional banners, and seasonal campaigns, improving visibility and user engagement.
- Collaborated with Sales and Purchasing teams to develop and execute product go-to-market strategies, launching multiple promotional campaigns per quarter.
- Strengthened vendor relations, streamlining product information flow and improving the effectiveness of marketing campaigns.
- Produced high-quality product photography, enhancing marketing materials and digital campaigns across email, website, and social media.
- Designed and implemented drip marketing strategies, increasing engagement and driving conversions through strategic automated email flows.

### **Marketing Associate**

Oct 2017 – Mar 2019 | Toronto

*Canadian Analytical Labs*

- Led the development and execution of digital marketing strategies, managing social media channels and email campaigns.
- Acted as the primary point of contact for clients, overseeing order management and ensuring timely product delivery.
- Engaged in upselling efforts to drive product revenue, identifying new opportunities to grow sales and enhance customer relationships.
- Conducted ongoing customer communications, addressing inquiries, resolving issues, and ensuring satisfaction.
- Collaborated with the internal team to ensure marketing and sales alignment, contributing to business growth.
- Created a cross-company website, streamlining product reference and order management processes across sister companies.

### **Project Manager**

Jun 2015 – Oct 2016 | Mumbai

*The Information Company*

- Managed multiple high-profile projects for clients, including Tata Group and Godrej, ensuring timely delivery and high-quality execution.
- Represented the company at industry events and client meetings, acting as the liaison between clients and internal teams.
- Fostered long-term client relationships, ensuring clear communication, alignment, and successful project execution.
- Recognized for consistent performance in delivering exceptional client results and maintaining strong partnerships.

---

## VOLUNTEER/FREELANCE EXPERIENCE

---

### **Social Media Manager**

Apr 2024 – Oct 2024 | Vancouver

*Rainbow Foundation of Hope*

- Enhanced Instagram engagement by curating creative content and managing daily posts.
- Designed two print banners for community events, reflecting the organization's vision and goals.

*Bollywood Dance School*

- Created engaging social media content for upcoming classes.
- Assisted with digital design for website content and other marketing collateral, ensuring consistency with brand guidelines and promotional objectives.

---

## SKILLS

---

### Marketing Expertise

- Strategic Campaign Planning
- Public Relations
- Social Media Management
- Content Marketing
- Leading Campaigns
- Audience Data Management
- Marketing Data Analytics
- Proficient at AI tools - ChatGPT, DeepSeek, Adobe Firefly, Photoshop AI

### Technical Proficiency

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro)
- HTML & CSS
- Website management - WordPress and Wix
- CRM management - Zoho CRM, Magento and Salesforce
- Webinar management - Zoom, Zoho and MS Teams
- Proficient at MS Office

### Project Leadership

- Webinar Management
- Event Planning
- Stakeholder Collaboration
- Data Analysis
- Team management
- People skills
- Proficient at tools like Asana, MS Projects, MS Planner, MS Loop

---

## EDUCATION

---

### Post-Graduate Diploma in Public Relations & Communications

2018 | London, ON

*Fanshawe College*

### Bachelor's in Mass Media (Advertising)

2014 | Mumbai, India

*KPB Hinduja College*

---

## CERTIFICATES

---

- Relational Database Design & SQL – BCIT, Canada
- Foundations of Project Management [↗](#)
- Project Initiation: Starting a Successful Project [↗](#)
- AI Tools Workshop [↗](#)
- Digital Transformation Management – SFU, Canada [↗](#)
- High-Impact Business Writing [↗](#)
- Currently pursuing the Google Project Management: Professional Certificate