

ZAINAB ZAKI

London, UK | zainab.zaki811@gmail.com | 07802759176 | [LinkedIn: linkedin.com/in/zainab-zaki](https://www.linkedin.com/in/zainab-zaki)

Summary

Digital Marketing & Brand Strategist (MSc, UK) with 8+ years of experience building brands, scaling digital ecosystems and turning content into measurable business growth. Experienced across content strategy, social media, customer journey optimisation, marketing automation, AI-driven workflows and lead generation. Passionate about aligning marketing with commercial goals through creative storytelling, data-led decisions and seamless customer experiences.

Skills

- Social Media & Content Strategy
- Pipeline Growth & Conversion
- Web Optimization & CRM Funnel
- SEO Strategy & Implementation
- AI Process Streamlining
- Empathetic Digital Adoption
- Editing and Proofreading
- Internal Process Efficiency
- High-Level Corporate Communications
- Customer Journey Focused Campaigns
- Thought Leadership (B2B)
- Creative Briefing & Brand Alignment

Experience

Head of Digital Marketing- Hydra EVC , Essex <i>(Software Used: (Leonardo AI, Google AI Studio, Higgsfield Soul, Kleos AI, Writesonic, Jasper AI)</i>	2024 to June 2026
• Developed a unified content strategy across four brands, strengthening brand identity and customer journeys across digital channels. • Aligned sales and marketing through quarterly KPIs and MQL-to-SQL optimisation, increasing qualified pipeline growth by 45%. • Line manages a team of 3 (Design, Web, Paid Media) ensuring adherence to branding standards, website hygiene, and efficient campaign execution. • Led AI adoption, website optimisation and cross-functional marketing operations to improve efficiency and support business growth.	
Marketing Consultant - Hydra EVC, Essex • Advise leadership on marketing strategy, campaign direction and commercial priorities to support business growth and quarterly objectives. • Recommend content, brand and customer acquisition initiatives while identifying opportunities to improve marketing performance, customer experience and lead generation.	June 2026 - Current
Content Manager- RS Group (FTSE-100), London <i>(Software Used:Trello, Monday.com, Workfront, Adobe Suite, Yammer, Intranet, MS Suite and Survey Monkey)</i>	Dec 2022 to April 2024
• Executed 8 integrated B2B campaigns (UK/EMEA), achieving 50% ROI through strategic audience targeting. • Collaborated with EMEA/local teams to repurpose thought leadership, ensuring consistent messaging across all markets. • Launched the first webinar strategy for RS (13 events, 2023); secured senior buy-in by aligning messaging with business priorities and value propositions. • Led end-to-end content production (briefs, video edits) and designed assets for paid events. • Produced high-engagement B2B multi-channel copy, collaborating with sales/customers to meet defined KPIs. • Supported internal engagement by aligning marketing outputs with corporate communications and campaign themes.	
Content Strategist- Goodfellow Ltd, Cambridge <i>(Software Used: MailChimp, Salesforce, Canva, Dot Digital,Teams and Zoom)</i>	July 2022 to Nov 2022
• Managed integrated marketing within a global matrix, aligning brand, content, and communications with governance, KPIs, and business strategy. • Developed compliant, brand-aligned visual and written B2B content, that strengthened lead generation and supported business development. • Partnered with sales, marketing, and global teams to support business development, driving organic growth and effective ROI.	
Marketing Manager- Gneiss Energy, Edinburgh <i>(Software Used: Canva, HubSpot, Photoshop, Illustrator, Ahrefs, Semrush and Google Analytics)</i>	Dec 2021 to June 2022
• Developed and executed digital marketing strategies aligned to business goals, with a focus on content, SEO, and communications. • Planned 6-month content calendars and budgets, supporting timely, consistent campaign delivery. • Used structured planning and research to inform marketing outputs and enhance campaign relevance.	
Content Head - NOFOMO, Islamabad	Jan 2017 to Sept 2020
• Designed and delivered brand assets (logos, colour palettes, tone of voice) and storyboards, aligning visual identity with business strategy. • Planned and executed paid social campaigns on META, increasing brand reach by 65% and improving ad engagement through A/B creative testing. • Led a creative team to deliver content calendars and social schedules, ensuring timely rollout, message consistency, and alignment with campaign goals.	

COMMUNITY & LEADERSHIP PORTFOLIO (Audience & Event Management)	April 2024 to Current
• Founder & Community Lead – Des Lagan, London Founded and scaled a niche support group, directing all high-impact events and international trips with superior project management. • Volunteer Event Director – The Coffee House Acton, London Developing a podcast series focused on women's issues and entrepreneurial journeys, showcasing forward-thinking content strategy.	

Education and Training

• Master of Science, Digital Marketing Management (Merit) – Strathclyde University, Glasgow UK	Sep 2021
• Bachelor of Media Sciences – SZABIST University, Islamabad, Pakistan	Aug 2019

Certifications and Additional Achievements

• Founded e-commerce apparel brand: Jolene	Founded in 2019
• Worked as an Art Director at TedX conference at University of Strathclyde	Theme: Resilience Reignited, 2021
• Content Marketing- Ways to Repurpose Video Content	LinkedIn Learning, 2024
• Storytelling Foundation Course	Berkeley Business Storytelling Academy, 2023
• Beginner Google Analytics & HubSpot Agency Partner Certification	Google, 2022