





# Saher Suthriwala

Digital Marketing | Content Creation

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## Hello!

I'm Saher Suthriwala, a passionate digital content creator known for thriving under pressure and maintaining meticulous organization. With a commitment to being a reliable team player, I excel in crafting clear and impactful messages tailored to diverse audiences. My goal is to deliver content that resonates effectively, ensuring brands connect meaningfully with their target audience and markets.

## Experience

Sep 2023 - Present

### Digital Marketing and Content Creation

#### Freelancer

Pitched to clients and created customized content plans for various industries, including events, energy, communications, service providers, fashion, and finance.

Developed and executed social media strategies, increasing client engagement and reach. Managed campaigns on Facebook, Instagram, and LinkedIn. Built and optimized client websites on Tilda. Utilized AI writing tools like Coral and ChatGPT for research and content creation. Implemented influencer marketing strategies to boost brand visibility.

Aug 2021 - July 2023

### E3 (Energy Events Experts)

#### Marketing Executive:

Digital marketing (email, telephone and social), advertising, copywriting, on-site deliverables, artworks and banners designing, media partnership management, marketing plan, press release writing.

- Center for Chemical Process Safety - Middle East Process Safety Conference 2021
- Leadership Excellence for Women Awards & Symposium 2021
- Project Execution Technologies Conference 2021
- The in-Kingdom Total Value Add Program 2021
- Center for Chemical Process Safety - Middle East Process Safety Conference 2022
- Ethylene Middle East Technology Conference 2022
- Leadership Excellence for Women Awards & Symposium 2022
- GDA International Downstream Conference & Exhibition 2023

Sep 2020 - May 2021

## Red Beat Magazine

### Lifestyle Section Editor:

University Digital Magazine. Reviewing peers articles, writing and publishing articles

Aug 2020 - Jan 2021

## BUBBL'D

### Small Business Owner:

Branding, Social Media Marketing (Instagram, TikTok)+ Ad Management, Content Creation and Analytics, Influencer Marketing and Collaborations

June 2019 - May 2020

## ITP Media Group

### Junior Editor:

Produced digital and print magazine content, social media management

- Middle East Beauty
- Hotelier Middle East
- Digital Studio Middle East

## Education

2004 - 2018

## Indian High School

### CBSE:

Humanities - Marketing, Sociology, Salesmanship, Home Science

2018 - 2021

## Middlesex University, Dubai

### BA Advertising, PR & Branding

#### Year 1

- Brands, Media and Society
- Creative Advertising
- Public Relations Practice
- Content Design

#### Year 2

- Brand Management
- Campaign Planning
- Promotional Video Production
- Understanding Consumer Culture

#### Year 3

- Creative Project
- Digital Advertising
- Social Media and Public Relations
- Campaigns and Social Impact

2021

## SAE Institute

Certified Beginner's Photography Fundamentals

## Interests & Skills

Hootsuite & MailChimp



Product/Food Photography



Wix, Taoma Tilda



Canva



let's  
work  
together.