

SYED SYAN ALI



CONTACT

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PORTFOLIO

EDUCATION

Bachelors in Marketing and Finance
Lahore School of Economics

2020-2024
CGPA: 3.88

Cambridge International A-Levels
Beaconhouse A-Levels Johar Town

2018-2020
Grade: 2A's & 1B

Cambridge International O-Levels
Beaconhouse Canal Side Campus

2015-2018
Grades: 1A*, 7A's & 2Bs

SKILLS

SEMRush, Ubersuggest, Ahrefs

Canva, Photoshop

Adept at Microsoft Office

Leadership

Team and Time Management

Eloquent Communication

Interpersonal Skills

Creativity

PROFILE

A keen learner and would want to keep my learning curve steep throughout my life. A creative ambitious individual with determination to achieve recognition in marketing communications, brand strategy, social media and content marketing. An exceptional team player and a team leader with ability to lead the strategic direction of the team as I worked in both roles.

EXPERIENCE

SEO CONTENT STRATEGIST & WRITER

Heycommerce | January 2021 - PRESENT

- Keyword Research (SemRush, Ubersuggest, Ahrefs)
- Product Review Articles (Amazon links)
- Informational Articles & Guest Posting (Backlinks)
- Proofreading and Paraphrasing
- Meta Tags and Description (SEO related)
- Social Media Campaign
- Instagram Influencer Marketing for Earrings product
- Image Optimization for Blogs
- Social Media Accounts Management (Facebook, Twitter, Instagram)
- Content Calendars for Social Media Posts Scheduling
- Content Management System (CMS) (WordPress)
- Canva
- Email Tracking

MARKET RESEARCH ASSOCIATE INTERN

Lahore School of Economics Innovation and Technology Centre (ITC) | 2021

- We had to contact the CEO, Sales Manager, or Product Managers of different companies in the surgical goods industry located in Pakistan to gain insights into their production, employees, export, and certification for a research compilation project.
- I successfully collected data for 93 firms and analyzed them.
- Then we had to compile the analyzed data and write a research paper for publication.

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HONORS AND AWARDS

● TEACHING ASSISTANT IN UNIVERISTY (LSE) (AUGUST 2021 - PRESENT)

● RUNNERS UP IN RAZIUDDIN SHAIKH ALL PAKISTAN DEBATING CHAMPIONSHIP 2019.

● 100% SCHOLARSHIP IN A-LEVELS.

● HONORABLE MENTION AWARD IN FORMUN.

● BEST ACTOR AWARD IN BEACONHOUSE MODEL TOWN DRAMA FEST.

● 1ST POSITION IN SCIENCE OLYMPIAD BEACONHOUSE CANAL SIDE CAMPUS.

● COMPOSED 1ST SONG OF ALJT AND PERFORMED.

COURSES

MANAGING THE COMPANY OF FUTURE

By University of London

- Management Theory
- Strategic Management
- Leadership

THE STRATEGY OF CONTENT MARKETING

By University of California, Davis

- Copy Writing
- Article Writing
- Blogging
- Content Marketing

CONTENT MARKETING, SEO, GOOGLE ADS

By: Lahore University of Management and Sciences (LUMS)

- 8 weeks of extensive training conducted by LUMS where we learned the fundamentals of Digital Marketing.
- Digital Marketing Foundation, Google Analytics, SEO Foundations, Google Ads Training, Content Marketing Foundations
- Social Media Marketing Foundation, Marketing on Facebook and Instagram,
- Social Media Marketing: Strategy and Optimization
- Email and Newsletter Marketing Foundations,
- Introduction to Graphic Design

BECOME A DIGITAL MARKETING SPECIALIST

By LinkedIn

For Detailed Description, Visit [Portfolio](#)