

HAIDER SALMAN

Content + Digital Marketer + CRM

📍 Lahore, Pakistan

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Work Experience

Kwiktrust - UK

Digital Marketing Manager - SaaS

Aug 2022 - Present

Worked closely with the CMO on product positioning, used email outreach campaign to **increase user base by 20%**, managed community of 5k with Telegram, created multi-channel content calendar to trigger a **2k-3k impression rate**, worked on producing a weekly email newsletter to maintain a **1.5%-2% ECR rate**, involved in strategically placing UGC content for user acquisition, in charge of running performance max Google Ads

Saddle Back SEO - USA

Digital Outreach Specialist - SaaS

Jan 2023 - Mar 2024

Executed targeted cold email campaigns with A/B testing - triggering a **10% reply rate**, implemented detailed workflow automation, reducing manual process time by **50%**, designed 2-3 step sales funnels to guide prospects from awareness to conversions, wrote engaging email copy (templates) & web copy to **boost web traffic by 15%**, involved in searching and building a focused email list for outreach, created detailed SOPs for every task.

Repstack - USA

Senior Digital Marketer L3

Feb 2022 - Feb 2023

Collaborated with the internal marketing team to deliver outreach strategies for client acquisition. Worked with 2 major external client agencies as Marketing Specialist.

House of AMZ (Email Marketing Specialist)

- Involved in **CRM migration** from **PipeDrive** to **GoHighLevel**, created robust email campaigns using **A/B testing** to trigger an average **10% reply rate**, built automations to further nurture leads, wrote email copy with different variants to trigger a 60% + open rate.

Clover Marketing (Digital Marketing Manager)

- Lead a team of media buyers to ensure the required **ROI** is being met, built **3 step sales funnels** within GoHighLevel, used scrapers for list building, created email campaigns with trigger links, wrote web & email copy gaining **5% increase in conversions**, managed all client projects within Clickup

Nextbridge

Technical Copy Strategist (SaaS)

Sept 2021 - Jan 2022

Curated **seo-optimized web content** for 7 different verticals, coordinated with the technical teams to write specialized case studies & developer stories, worked with the marketing team to develop social media strategies & content calendars.

WorkTech

Digital Marketing Lead

Oct 2020 - Aug 2021

As a team lead, I was responsible for crafting multi-channel content calendars, producing marketing strategies on a quarterly basis, running ad campaigns & content management for clients.

Technical Skills

- CRM Management
- Content Marketing & Writing
- Web 3.0/Crypto Articles
- SEO & SEM
- Wordpress (Elementor, Divi etc)
- Email Marketing - Cold Outreach
- ASO - Mobile Marketing
- Ads/Campaigns Designing & Manag.
- Google Analytics & Search Console
- PPC/Sales Landing Pages
- Marketing Campaigns
- Client Marketing & Dealing
- LinkedIn Outreach
- Brand Identity & Strategies
- Business Proposal Writing
- Sales Funnel Building

Tools

- Lemlist
- Active Campaign
- Mailchimp
- Ad Roll
- Make (Integromate)
- Pipedrive
- HootSuite
- Google Ads
- Zapier
- Hubspot
- Sprout Social
- Facebook Ads
- Automate.io
- GoHighLevel
- Canva
- Klaviyo
- CRM
- Whimsical
- Salesforce
- Expandi

Education

Business Administration - BBA'20 (University of Central Punjab)

Hobbies

