

ZUBAIR SIRAJ



CONTACT

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TECHNICAL SKILLS

- SEO & Digital Marketing:** Keyword research, on-page optimization, content strategy
- Social Media:** Instagram, Facebook, LinkedIn, Pinterest, YouTube, TikTok, Content planning & scheduling
- Website & CMS:** Website content management, structure, UX understanding (WordPress or similar)
- Analytics & Tools:** Google Analytics, Power BI (basic reporting & dashboards)
- Platforms & Systems:** FareHarbor, Profitroom
- Technical Foundation:** Basic SQL, AWS (foundational)

CERTIFICATIONS

- [CCNA: Introduction to Networks](#) - Cisco Networking Academy (2025)
- [AWS Academy Graduate](#) - AWS Academy Cloud Operations (2025)
- [Google Ads](#) - Measurement Certification (2024)
- Google Ads - Search Certification (2024)
- Facebook Ads Campaign Certification (2024)

PROFILE

Digital marketing professional with 10+ years of experience in social media marketing, SEO, and online growth strategies.

With hands-on experience at Santa Claus Holiday Village, I bring a strong understanding of customer behavior, tourism operations, and digital touchpoints. I focus on managing and improving website performance, SEO visibility, and social media presence to support overall business growth.

EDUCATION

Haaga-Helia University of Applied Sciences

Bachelor's in Business Information Technology
(2023-Present)

WORK EXPERIENCE

Brand Marketing Intern

[iSetu Oy](#) Aug 2025 – Present

- Plan and execute social media strategies across Instagram, LinkedIn, and Facebook
- Create and manage content to improve reach, engagement, and lead generation
- Support SEO efforts to improve website visibility and search rankings
- Monitor performance and optimize campaigns based on analytics

Tour Guide

[SCHV \(Safaris\)](#) Nov 2025 – Mar 2026

- Delivered guided experiences for international guests in high-volume seasonal operations
- Managed customer interactions and ensured high-quality service under time-sensitive conditions
- Gained strong insight into tourist behavior, expectations, and customer experience
- Worked with booking systems (FareHarbor) and guest management processes

LANGUAGE

- English (Fluent)
- Finnish (Basic)
- Hindi/Urdu (Conversational)
- Bengali (Native)

Co-Founder & Partner

TTZ Audio

Jul 2020 – Present

- Founded and managed a U.S.-registered brand specializing in car audio accessories.
- Oversaw product development, supply chain, and customer service, ensuring high-quality standards.
- Handled branding, product listings, customer service, and digital marketing

Marketing & Client Services Manager

Tribus Limited

Jan 2018 – Feb 2022

- Developed and executed digital marketing strategies for international clients
- Integrated SEO, social media, and content marketing to improve performance
- Supported client growth through data-driven marketing decisions

Social Media & SEO Manager

Techitent

Jun 2015 - Dec 2017

- Managed social media accounts and content for multiple clients
- Applied SEO techniques to improve online visibility
- Collaborated with teams to deliver cohesive marketing campaigns

Student Tutor

Haaga-Helian opiskelijakunta Helga | Peer Tutor

Apr 2024 – Present

- Supported international students during onboarding and orientation
 - Coordinated events and activities to enhance student engagement
 - Developed communication and coordination skills in diverse environments
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