Suhair Sayed

Content Strategist

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Portfolio: suhairsayed.com | linkedin.com/in/suhairsayed
Eligible for the UK Graduate visa, with two years of full work rights and no sponsorship needed.

PROFILE

Content Strategist with 3+ years planning and creating content for brands across fashion, FMCG, and health and wellness. Worked across social, paid and web for multiple brands at Calibr Studios, with results including 10M+ video views and 67% follower growth for a fashion eyewear brand. A background in graphic design and photography brings a strong eye for visuals, used to set clear creative direction and keep content on-brand. Recently completed an MSc in Digital Marketing at the University of Exeter, working on live client briefs for UK brands, and now looking for a Content Strategist role.

PROFESSIONAL EXPERIENCE

Content Strategist, Calibr Studios, Mumbai, India Jan 2022 - Aug 2025
Creative agency working with brands in fashion, FMCG and health.

- Led content strategy across social, organic and paid channels for multiple consumer and D2C brands, covering social content, website and e-commerce copy, and campaign creative.
- Directed video and social content for Scott Eyewear, reaching 10M+ video views and growing followers by 67% to 40,000.
- Created paid social content for Chit Chat Chai that reached 400,000 impressions in 15 days, with 5,000 clicks, a 5.8% click-through rate and 650 add-to-cart actions.
- Created the brand identity for Celebrate Wellness, a pharmacy and wellness retail brand, from scratch.
- Planned and designed a product brochure for The Box Factory, a packaging company, turning a wide product range into a clear guide customers could understand at a glance.
- Managed a team of 2 to 3 designers, content writers and social media interns from concept to final delivery, and planned and art directed product shoots for websites, social channels and ads.

INTERNSHIPS

Digital Marketing Intern, Es Magico, Mumbai, India May 2021 - Jun 2021

- Researched what kind of social media content business audiences prefer from digital marketing agencies, and what builds long-term relationships with B2B clients.
- Analysed competitor agencies' social media to see what they posted and what their business audiences responded to, and used the findings to recommend improvements to Es Magico's own social media presence.

Digital Marketing Intern, Scratchpad.inc, Belagavi, India Sep 2019 - Jan 2020

- Wrote an industry report on digital marketing in India, covering the agency landscape, services and emerging trends.
- Created social media content, promotional videos and logos for local businesses, including cafes and a ceramics and home decor brand, building hands-on skills in graphic design and video editing.

EDUCATION

MSc Digital Marketing, University of Exeter, UK 2025 - 2026
Merit. Exeter Excellence Scholarship recipient.
Key modules: Content Creation and Communication, Brand Design, Applied Digital Marketing Analytics, Marketing Technologies, Digital Marketing Planning
Live client briefs: Teffie, a UK snack brand, and Molly Maid, a home cleaning franchise (Distinction), plus a UK conservation charity

Bachelor of Business Administration, KLE Society's Lingaraj College, Belagavi, India 2018 - 2021
First Class with Distinction. Specialisation in Digital Marketing.
Key modules: Content Strategy, Website and Inbound Marketing, Search Engine Optimisation (SEO) and Search Engine Marketing (SEM), Social Media Marketing

SKILLS AND TOOLS

- **Ads and analytics:** Meta Ads Manager, Google Analytics 4 (GA4), Google Search Console
- **Design, photo and video:** Adobe Photoshop, Illustrator, Lightroom and Premiere Pro, Final Cut Pro, Canva
- **AI tools:** Claude, ChatGPT, Midjourney, Runway, Higgsfield, ElevenLabs
- **Web and automation:** Claude Code, Shopify, Zapier

CERTIFICATIONS

- Google Analytics Certification, Google Skillshop (2026)
- Facebook and Instagram Ads, IIDE
- Content Marketing Strategy, IIDE
- Anthropic Academy: Claude 101, Claude Code 101, Claude Cowork, Building Effective Human-Agent Teams

POSITIONS OF RESPONSIBILITY

Academic Representative, MSc Digital Marketing, University of Exeter 2025 - 2026

Public Relations Officer, Rotaract Club, Belagavi, India 2020 - 2021

LANGUAGES

English (Fluent), Hindi (Native), Marathi (Native), Kannada (Native)

INTERESTS

- **AI for content:** regularly tests new AI tools such as Higgsfield and ElevenLabs to speed up content production. Built a personal portfolio website using Claude Code.
- **Photography:** shoots product and lifestyle images, a hobby since school that now feeds directly into content work.