

SAMEER SAEED

Head of Social & Digital | Growth & Revenue · Social (Organic & Paid) · Analytics

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PROFESSIONAL PROFILE

Social and digital marketing leader with 10+ years of agency and brand-side experience driving measurable growth through paid social, organic content strategy, influencer campaigns and performance analytics. Proven at Head of Digital & Social level managing multi-client portfolios, leading go-to-market product launches, and directing cross-functional teams across healthcare, consumer, fintech and B2B sectors.

At Fabulatte, managed a team of 5 (social manager, content writer, designer) across 5+ client accounts with £15K+ monthly retained media spend. Experienced in lead generation, customer acquisition, paid media, product launches, CRM, content marketing and marketing analytics including hands-on experience building customer acquisition systems and automation. Proven track record managing cross-functional teams, stakeholder relationships and integrated campaigns that drive measurable commercial outcomes.

87% Traffic Uplift — STAAR Surgical | 12% Booked Consultations Uplift — OCL Vision | 14,000 Leads @ 5.19% CTR — Silkbank | 47% Form Fill Increase — RIVA, SDI Dental | 4.17 ROAS in 30 Days — OPTP

CORE SKILLS

- Social Strategy & Leadership
- Content & Creative
- CRM, Email & Automation
- Paid & Performance
- Analytics & Reporting
- Leadership & Management

PROFESSIONAL EXPERIENCE

HEAD OF DIGITAL & SOCIAL MEDIA

May 2025 – Jun 2026

Fabulatte

- Led STAAR Surgical's Lucy Bronze MBE ambassador campaign across Instagram, paid social, email, print, programmatic and DOOH including a partnership with David Lloyd Gyms delivering a fully integrated, cross-channel UK campaign driving 19,000+ Discover ICL UK users and an 87% increase in website traffic
- Delivered £3.38 CPL for STAAR Surgical via Meta paid social, 76% below UK healthcare benchmarks, managing paid media budgets across 5+ client accounts including creative testing, audience strategy and full-funnel campaign optimisation
- Grew OCL Vision's lead volume by 33% through paid social and short-form video content including Reels, converting to a 12% increase in booked consultations within 3 months
- Led the UK digital launch of BioHorizons Camlog's Tapered Pro Conical implant system across Facebook, Instagram and LinkedIn including a self-built WordPress landing page, patient testimonial content and paid social campaign delivery end to end
- Led launch and relaunch campaigns for POLA, RIVA and STELA across paid media, email marketing, self-built WordPress landing pages, trade media and sales enablement materials

DIGITAL MARKETING MANAGER

Apr 2024 – Apr 2025

Shopskey Limited (Contract)

- Delivered website and digital projects, coordinating timelines, resources and stakeholder requirements from planning through to launch
- Advised clients on omnichannel social media strategy, digital strategy and customer journey optimisation to support acquisition and conversion objectives

DIGITAL MARKETING CONSULTANT (FREELANCE)

Dec 2023 – Feb 2024

A3 Energy Solutions

- Developed and executed a digital marketing strategy across paid social, organic content and email marketing - contributing to a 9% increase in business growth within 3 months

SENIOR ACCOUNT MANAGER

Jul 2022 – Aug 2023

Convex Interactive

- Contributed to the go-to-market launch of BerryTalks and Social Pigeon delivering performance marketing campaigns across paid social, TikTok, organic and influencer channels, generating \$50K+ in revenue within the first 2 quarters of launch
- Grew CONVO's B2B client base by 21% in 6 months through targeted LinkedIn and paid social campaigns, managing paid media strategy and budget across the account

ACCOUNT MANAGER

2020 – 2022

Convex Interactive

- Managed content creation, community management and paid social across multiple client accounts including PediaSure (Abbott) partnered with 30+ influencers driving 1.1M+ users reached and 30K+ people engaged
- Grew Emaan Islamic Banking's organic reach by 73% and following by 45% through a content strategy and organic social programme across Instagram and Facebook

SOCIAL MEDIA EXECUTIVE & DIGITAL MARKETING PROFESSIONAL

2015 – 2020

Creative Rhythms · Digital OutPost · Motion Reel Productions

- Delivered social media strategy, content calendar management, social listening, community management and video production for Dettol, Gul Ahmed Clothing, Palmolive, Syngenta, South City Hospital and Pie in the Sky across FMCG, healthcare and consumer sectors

NOTABLE PROJECTS

SEEROS — MULTI-CHANNEL MARKETING ANALYTICS PLATFORM

2025 – Present

Side Project

- Conceptualising and building a multi-tenant SaaS analytics platform connecting paid, organic, CRM and commerce platforms into a single unified data model eliminating manual reporting across disconnected ad accounts

AWARDS

Best Digital Campaign · PSO Carient S-Pro · DigiAwards

2023

Best Website · Adamjee Life Insurance · DigiAwards

2023

TOOLS & PLATFORMS

Paid & Analytics: Meta Ads Manager · Google Ads · GA4 · GTM · Looker Studio · DV360 · Semrush

Social & Content: Instagram · TikTok · LinkedIn · Facebook · YouTube · Sprout Social · Hootsuite · Canva · CapCut

CRM & Email: HubSpot · Mailchimp · WhatsApp Business API · ManyChat

Web & CMS: WordPress · Shopify

Project Management: Monday.com · Asana · Notion

AI Tools: ChatGPT · Claude AI · Midjourney

EDUCATION

BSc Advertising · Iqra University · 2012 – 2016