



Adiba Muzaffar

Content Marketing Strategist

Recently relocated to Bangalore, Karnataka | 9818729108

CREATIVE MANAGER | YULU IMPACT COMMUNICATIONS

SEPT 2024 TO FEB 2026

An award winning public relations agency catering to impact centred businesses across North America

- Owned creative direction and execution across integrated PR and digital campaigns.
- Produced high-impact visual and video content driving engagement and brand visibility.
- Managed multiple client projects end-to-end, ensuring quality, timelines, and strategic alignment.
- Collaborated with cross-functional teams to deliver insight-driven, purpose-led campaigns.

DIGITAL MARKETING STRATEGIST | FULLSPEK

NOV 2022 TO MAY 2024

Marketing agency focused on remote video production services for Canadian B2B businesses

- Owned and executed content marketing efforts for all public facing and sales enablement channels.
- Developed digital marketing strategies for diverse client portfolios across Instagram, LinkedIn, and Facebook.
- Target broad range of Canadian B2B businesses, surpassing 15k+ leads from across 10+ customer segments
- Create personalized sales sequences using custom AI powered API achieving a 43%¹ in click-through rate with a 11% conversion rate.
- Establish a remote video production pipeline, converting live interviews into YouTube & IG video content.

CONTENT MARKETING STRATEGIST | TOOLBX

AUG 2021 TO SEP 2022

Series-B funded construction-tech startup building e-commerce solutions for construction suppliers

- Led end-to-end content strategy and execution, developing brand messaging across platforms including email, Instagram, LinkedIn, website, blogs, sales collateral, digital ads, video, and print.
- Improved website traffic and app downloads by 70% through marketing campaigns through email and Instagram.
- Directed + produced video-podcast featuring influential leaders from construction industry, seen by 16k+ subscribers.
- Increased monthly active accounts 63% over 12 months with a mean order value of \$500 (44%+ improvement).
- Built a brand bible for communications strategy; designed & managed a calendared content marketing plan.
- Produced original video content for web, mobile and social platforms to grow/engage audience of 17k+ followers.

SOCIAL MEDIA & EVENTS LEAD | THE MUSEUM OF OTHER REALITIES

AUG 2018 TO JUL 2021

Media art staging platform & multiplayer social experience in VR

- Originally hired as a Content Writer to build a brand voice by writing bi-weekly blogs and newsletters.
- Promoted to own all Content and Social Media + media production to market MOR to VR/gaming audiences.
- Project managed a multi-channel marketing effort to grow the MOR's IG, X, FB, and Discord audience.
- Strategized in-house, end-to-end video content strategy attracting broad audience from intersection of art & tech.
- Successfully boosted viewership by 19% with a 27%¹ in X followers, in effect increasing attendance in virtual events.
- Led media production for 12 virtual events during COVID - hosting 60k VR users + 10M+ online visitors.
- Produced promotional materials for prestigious XR festivals like XR3 (Cannes XR, New Images and Tribeca) working with partner PR teams. Attendance: 13k+ VR users. Other similar events include: VIFF, Quill Fest 2021-22.

MASTER in DIGITAL MEDIA

Emily Carr University
Vancouver, BC, Canada
[2016 - 2018]

BACHELOR in FILM & MEDIA

Srishti Institute of Art, Design & Tech
Bangalore, Karnataka, India
[2010 - 2014]

- Adobe Illustrator, InDesign, Photoshop
- Adobe Premier Pro, Final Cut, Figma
- Squarespace, Carrd, Webflow, Framer
- Lemlist, Apollo, Hubspot, Iterable
- Google Analytics, Buffer, Later