

ISHA H. MEMON

SENIOR DIGITAL MARKETING & CONTENT STRATEGIST

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PROFILE

Systems-oriented digital marketing leader with **15+ years** building and scaling end-to-end digital ecosystems for **B2B technology, ERP/SaaS, media, and professional-services** brands across India, the Middle East, the UK, and Africa. Founder of a remote-first digital agency and former marketing lead for an SAP Gold Partner. Depth across **SEO, content strategy & operations, demand generation, brand, and website strategy**, with a consistent record of converting fragmented digital presence into measurable organic growth. PGDM, IIM Calcutta.

CORE EXPERTISE

SEO Strategy — Organic & Technical

B2B Demand Generation

Content Strategy & Operations

Go-to-Market & Positioning

Brand Strategy

Website Strategy & UX

Information Architecture

WordPress Design & Development

Marketing Analytics — GA & Search Console

Social & Paid Social — Meta, LinkedIn

Marketing Communications

Team Leadership & Stakeholder Management

EXPERIENCE

Independent Marketing Consultant, IHM Marketing · Remote

JUN 2024 – PRESENT

Full-service digital marketing & website-solutions agency serving B2B and B2C clients globally across SAP/ERP, technology consulting, professional services, and digital media.

Lead **8+ end-to-end engagements** spanning brand, information architecture, WordPress design/development, content, and SEO — delivering scalable sites clients can run their lead engines on.

Rebuilt **RiseAscend Technologies'** web presence across SAP, Microsoft Dynamics, and web-development service lines through a **6-month phased program** (IA, redesign, on-page SEO), producing a self-serve, SEO-ready platform.

Manage ongoing SEO, content operations, and digital publishing for **The Brew News** (UAE news platform) on monthly retainer — technical/on-page SEO, Search Console reporting, and AdSense monetization readiness.

Delivered a full brand identity + **25-page website in 21 days** for a technology-consulting client, and a **35-page** SEO-optimized site for a UI/UX agency under strict character and UX constraints.

Overhauled a **30+ page** B2B site with SEO-preserving migration across multiple stakeholders, and modernized UI/UX plus SEO foundations for additional consulting clients.

Marketing Manager, VC ERP Consulting — SAP Gold Partner

NOV 2020 – MAR 2024 · AHMEDABAD

Owned end-to-end branding and digital demand generation for an SAP Business One service & solution portfolio across India, the Middle East, and Africa.

Drove **20,845 organic website visits** and **150 marketing-qualified leads** generated organically through a location-based SEO and content program.

Architected and ranked **128 location pages**, securing top organic listings in new markets including **Qatar, India, and Kenya** — matching or beating established competitors within 6 months.

Grew social following organically from **3,500 to 9,500 (+171%)** over three years despite internal restrictions on social activity; lifted comments **+300%**, shares **+34%**, and reactions **+30%**.

Built and led an **in-house marketing team** (writers, designers, developer); instituted a 5W1H content process, blogging workflows, and link-building operations (~450 submissions/month).

Led **crisis response** on a virus-driven server outage — diagnosed the infection source, restored web assets, and drove a long-term security restructure separating marketing and development environments.

Protected delivery and team morale through simultaneous resignations by rebuilding onboarding and training to safeguard deadlines and quality.

Content Manager, Services Marketing, Cygnet Infotech

MAR 2019 – NOV 2020 · AHMEDABAD

Managed content across services, solutions, and products (TestingWhiz, Automationwhiz), leading a team of writers, designers, and digital marketers.

Built **in-house video capability**, modernized content processes in line with changing trends, and coordinated cross-department client servicing and internal communications.

Visiting Faculty – Social Marketing, Gujarat University

SEP 2022 – PRESENT

Teach Social & Behavior Change marketing to M.A. Development Communication students — audience segmentation, message design, and implementation planning.

Head of Client Services, Blow Horn Media

JUL 2016 – MAR 2018 · AHMEDABAD

Led client servicing, branding strategy, social media, and campaign management across accounts; oversaw content, copy, visualization, and analytics.

Earlier (2007–2016): Senior Content Writer and Digital Marketing Consultant roles across agencies and freelance — copywriting, social-media strategy, PR, and corporate communications — while completing graduate and postgraduate studies.

EDUCATION

Post Graduate Diploma in Marketing Management

Indian Institute of Management, Calcutta (IIM-C) · 2020–2022

M.A. Mass Communication & Journalism

Gujarat University · 2011–2013 · Grade A

Diploma in Journalism – Gold Medalist

Media / Journalism

Certifications

HubSpot Inbound Marketing · CMO Foundations: Measuring Marketing ROI (LinkedIn) · 8 certifications total

RECOGNITION & LANGUAGES

“Influential Woman Making the World a Better Place”

Women's Economic Forum · 2019

Gold Medal in Journalism

Languages

English · Hindi · Gujarati · Urdu · Arabic