Adeeb ur Rehman

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SUMMARY

A **Digital Marketing Copywriter** who is skilled in crafting high-converting content across email, landing pages, and social media. An expert in translating complex processes into conversion-focused messaging. Experienced in building a consistent brand voice across entire campaigns and funnels.

WORK EXPERIENCE

Digital Marketing Copywriter (B2B SaaS), EZOFIS — Toronto, ON (Remote) **Jan 2024 - June 2026**

- Engineered an organic LinkedIn content strategy pulling individual post engagement rates up to 9.4%.
- Grew LinkedIn audience from 700 to 3,500+ in 8 months.
- Drove over 2,000 direct, high-intent website clicks organically, by writing copy centered on human psychology and user behavior.
- Wrote SEO articles on accounts payable automation, document workflows, and ERP-linked processes.
- Created short-form, text-based video explainers and promotional clips to support social media campaigns and international expo outreach.
- Conducted keyword research and developed compelling ad copy for Google Ads campaigns to drive qualified traffic to targeted landing pages.
- Developed cold and nurturing email sequences for outbound and inbound.
- Collaborated with product teams to structure landing pages for better UX.
- Maintained consistent brand voice across assets.
- Wrote and designed event deliverables including banners, brochures, and on-site materials.
- Built lead generation funnels that successfully converted cold traffic into qualified sales opportunities.

EDUCATION

Post-Baccalaureate Diploma in Marketing **Sep 2023 - December 2025**
Thompson Rivers University, Kamloops, British Columbia, Canada

- Focused electives on Branding, Consumer Behaviour, and Integrated Marketing Communications.
- VP of Communications in a Creativity and Branding Club.

Bachelor of Business Administration **Sep 2018 - May 2020**
SRM University, Chennai, Tamil Nadu, India

SKILLS

- Copywriting (Email, Landing Pages, Long-Form & SEO Content)
- HubSpot Certified
- Email Marketing & Outreach Campaigns
- Wordpress
- Google Ads
- Canva
- SEO Content Writing (Keyword Structuring)
- Brand Voice Development
- Content Strategy & Funnel Thinking
- Creative Direction (Typography, Layouts)