

MINAHIL GHAFAR

Marketing & Growth Specialist | B2B Marketing | Event Marketing | Content & Partnerships

Lahore, Pakistan | 0317-485-7370 | minahilg4@gmail.com

LinkedIn: [linkedin.com/in/minahil-ghaffar-396aa719a/](https://www.linkedin.com/in/minahil-ghaffar-396aa719a/)

PROFESSIONAL SUMMARY

Marketing & Growth Specialist with 3+ years of experience across B2B SaaS, FinTech, RegTech, event marketing, partnerships, content marketing, and community growth. Experienced in developing and executing integrated marketing initiatives across events, webinars, LinkedIn, email outreach, partner marketing, and digital communities. Combines creative, strategic, and executional capabilities to strengthen brand visibility, audience engagement, thought leadership, and growth initiatives while collaborating closely with sales, product, and partnerships teams.

PROFESSIONAL EXPERIENCE

Market Pro (Subsidiary of Programmers Force)

Marketing, Growth & Event Specialist - Dedicated to Shufti July 2025 – Present

- Lead marketing-led growth initiatives across event marketing, strategic partnerships, outreach, and community expansion to strengthen brand visibility and support business growth.
- Plan and execute end-to-end marketing campaigns for physical and virtual events, including webinars, industry tradeshows, and podcast outreach, driving audience engagement and pipeline contribution.
- Develop multi-channel campaign strategies across LinkedIn, email, partner outreach, and community channels to increase campaign reach and engagement among target B2B audiences.
- Manage and scale strategic partnerships, identifying co-marketing opportunities that expand brand reach, strengthen industry relationships, and support long-term growth.
- Execute targeted partner outreach and email marketing campaigns, using CRM tools to maintain relationships and create opportunities for continued collaboration.
- Lead LinkedIn growth and engagement initiatives to strengthen brand positioning, increase audience interaction, and amplify partner and campaign communications.
- Manage multi-platform communities across LinkedIn, Substack, Medium, Quora, and X, developing content-led engagement strategies to strengthen thought leadership and audience relationships.
- Collaborate cross-functionally with sales, product, and partnerships teams to align campaigns with go-to-market objectives and improve marketing's contribution to growth initiatives.

Content Marketer March 2024 – July 2025

- Developed content strategies for SaaS, FinTech, and RegTech products, helping translate complex compliance-focused solutions into relevant content for B2B audiences.
- Created SEO-optimized website and off-page content for platforms including AML Watcher, The KYB, and Media Watcher to strengthen organic visibility and support digital acquisition.

- Produced blogs, whitepapers, buyer guides, website copy, and LinkedIn content to support brand awareness, thought leadership, product communication, and content-led marketing initiatives.
- Collaborated with marketing and strategy teams to align content with product positioning, audience needs, and lead-generation objectives.
- Created content across multiple stages of the buyer journey, supporting audience education, product awareness, and marketing campaigns.

FREELANCE

Graphic Designer 2024

June 2023 – January

- Developed digital marketing creatives, social media assets, promotional materials, and branding content to support clients' marketing and communication objectives.
- Designed visual assets using Figma, Adobe Photoshop, and Adobe Illustrator, translating marketing requirements into polished and engaging creative outputs.
- Collaborated directly with clients to understand requirements and deliver visual content aligned with their brand identity and campaign objectives.

CORE COMPETENCIES

Marketing & Growth:

Growth Marketing | Digital Marketing | Event Marketing | Campaign Management | Lead Generation | Partnership Marketing | Email Marketing | Community Management

Content & Brand:

Content Marketing | SEO | Copywriting | Social Media Marketing | Brand Storytelling | LinkedIn Marketing | Thought Leadership

Outreach & Engagement:

Partner Outreach | Community Management | CRM Management | Audience Engagement | Cross-Functional Collaboration

Creative:

Graphic Design | Social Media Creatives | Promotional Materials | Visual Content

TOOLS

Hubspot | CRM Tools | Figma | Adobe Photoshop | Microsoft Word | Microsoft Excel | Microsoft PowerPoint | Meta

EDUCATION

BS Economics & Finance

CGPA: 3.91 | Gold Medalist - University of Central Punjab

October 2018 – July 2022
