

# Ghazal Shahid

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Marketing & Communications Specialist with hands-on experience in content strategy, social media growth, and employer branding. Proven track record of driving measurable engagement through data-led campaigns, A/B testing, and brand storytelling in international tech environments.

## EDUCATION

**Technische Universität München (TUM), Munich, Germany**

Graduated 2025

**MSc Consumer Science (Specialization in Marketing)**

**Study Project:** Partnered with Dürr AG's marketing team to design and test audience engagement strategies for the Open House, integrating hybrid formats, VR, and gamified content to enhance brand experience and reach target audiences.

**Thesis:** Qualitative research on identity, work-life integration, and audience experience in hybrid environments, applied consumer research methodology with implications for employer brand and audience segmentation.

**Institute of Business Administration (IBA), Karachi, Pakistan**

Graduated 2018

**BSc Social Sciences and Liberal Arts (Majored in Psychology)**

## WORK EXPERIENCE

**Career Break – Professional Development & Independent Projects | Munich, Germany**

Oct 2024 - Present

- Completed MSc thesis at TUM, applying qualitative research methodology to identity and audience experience in hybrid environments (graduated 2025).
- Earned professional marketing certifications; Google Digital Marketing & E-commerce, Meta Social Media Marketing, HubSpot Academy, deepening platform and analytics expertise.
- Pursuing intensive German study toward B1; travelled internationally, broadening intercultural perspective.

**Working Student - Employer Branding, Marketing & Comm. at Temedica GmbH, Munich**

Mar 2024 - Sep 2024

Industry: HealthTech / Digital Health

- Drove 60% Instagram follower growth and 37% LinkedIn engagement increase through A/B testing, content optimization, and brand-aligned messaging across organic and paid social.
- Led cross-functional Career Page content workshop, resulting in a complete site revamp based on EVP and team input, applications for comparable roles rose 40% post-launch.
- Analyzed cross-channel campaign performance (web, social, paid) and produced ROI-driven reports to optimize digital marketing and employer branding investment.
- Partnered with marketing and HR teams to design multi-channel campaigns and promotional assets supporting recruitment and brand visibility.
- Led the annual EVP survey (50% YoY participation growth), translating employee insights into refreshed messaging and improved positioning.

**Working Student - People & Organizations at Orora Technologies GmbH, Munich**

Apr 2023 - Feb 2024

Industry: Satellite Technology

- Increased social engagement by 30% through targeted branding campaigns including "Women in Tech" and "Diversity at OroraTech," strengthening talent attraction and brand differentiation.
- Partnered with marketing on outreach campaigns, producing digital materials and engagement reports for brand promotion and stakeholder communication.
- Authored OroraTech's first DEI & Gender Equality Report, data-driven storytelling artifact used across employer branding, ESG, and external communications.
- Designed and conducted internal engagement survey; insights drove initiatives that delivered a 35% rise in employee satisfaction the following quarter.
- Developed internal communication resources on Confluence, structuring content for Agile practices, OKRs, and organizational processes.

## Working Student - People & Organization at Siemens AG, Munich

May 2022 - Mar 2023

Industry: Industrial Technology

- Created e-learning materials for global teams on Agile, Change Management, and digital transformation — content strategy and instructional design at scale.
- Conducted cross-country workforce analytics for Legal & Compliance; produced data visualizations used in year-end Business Partner reviews.
- Developed content on digitalization trends, automation risks, and AI-driven processes to support change communication.
- Contributed to Siemens' Ethics Lab through storytelling initiatives that strengthened compliance culture and engagement.

## Social Media Associate - Centre of Biomedical Ethics and Culture (CBEC), SIUT, Karachi

Jun 2019 - Dec 2020

Industry: Healthcare / Bioethics / Research

- Grew site traffic by 35% and social following by 45% through research-driven content strategies built around audience behaviour and topic relevance.
- Designed educational, story-led content across Facebook and Twitter that boosted engagement by 20%, balancing accessibility with subject matter depth.
- Applied performance analytics to continuously optimise post formats, timing, and content mix, improving click-through rates across platforms.
- Managed content calendars and publishing workflows across channels, maintaining consistent brand voice and on-time campaign delivery.
- Produced original graphics and copy using Canva and Procreate, ensuring visual consistency across all campaign assets.

## SKILLS & CERTIFICATIONS

### Certifications

- Google Digital Garage – Fundamentals of Digital Marketing
- HubSpot Academy – Social Media Marketing Certification
- Meta Social Media Marketing Professional Certificate
- Google Digital Marketing & E-commerce Professional Certificate

### Skills

- Marketing & Communications: Content strategy, social media growth, campaign activation, A/B testing, SEO, brand storytelling, copywriting, employer branding, EVP development
- Analytics & Performance: KPI tracking, ROI reporting, Google Analytics, performance optimization, data visualization, A/B testing, survey design
- Tools & Platforms: HubSpot, Meta Business Suite, LinkedIn Campaign Manager, Hootsuite, Google Analytics, Canva, Figma, Adobe Creative Suite (Photoshop, Illustrator), Miro, Slack, JIRA
- AI & Productivity: ChatGPT, Midjourney, AI-assisted content creation and workflow automation

### Language

- Advanced level: English (CEFR Level C2) | Urdu (Native)
- Intermediate level: German (CEFR Level A2) – Ongoing intensive course for B1
- Beginner level: French (CEFR Level A1)