

Mughees Mehmood

Account Manager | Content Marketing Manager

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PROFESSIONAL SUMMARY

Account Manager and Content Marketing Manager with 7+ years of experience in SaaS and AI startups. Proven track record managing 25+ SMB client accounts end-to-end, from onboarding and strategy through campaign execution, SEO, paid media, and reporting. Builds scalable content engines, drives lead generation through multi-channel paid social, and delivers measurable growth across organic traffic, inbound pipeline, and client retention.

CORE COMPETENCIES

- Account Management
- Content Strategy & Planning
- Demand Generation & Lead Generation
- Product-Led Growth
- Technical SEO & Content Audits
- Project Management
- SEO & Organic Growth
- Paid Social & Performance Marketing
- Multi-Channel Campaign Management
- Marketing Automation
- Client Onboarding & Retention
- Cross-Functional Team Leadership

EXPERIENCE

Client Account Manager | **Wishpond** | Canada (Remote) | December 2025 – Present

- Manage 25+ SMB accounts, overseeing full client lifecycle, including onboarding, strategy development, campaign execution, and performance reporting.
- Launched 55+ lead generation campaigns across client portfolio, consistently delivering 2,000–6,000 qualified leads per campaign.
- Manage 11 SEO clients, directing technical SEO, content marketing, and link-building outreach to drive measurable organic growth.
- Continuously execute and optimize high-volume paid campaigns across Meta, Google, Reddit, Bing, TikTok, and LinkedIn, running multiple campaigns simultaneously across each platform on an ongoing basis.

Content Marketing Manager | **SMB Guide** | United States (Remote) | December 2023 – November 2025

- Built and executed a demand-generation content strategy that scaled monthly organic traffic from 0 to 12,000 visitors and increased inbound leads by 330%.
- Directed comprehensive content audits, identifying and eliminating 70+ pieces of outdated content, resulting in measurable improvements to website performance and search rankings.
- Developed product-led content aligned with growth objectives and optimized on-page SEO performance across the full content library.
- Managed SEO workflows and analytics reporting to continuously refine content strategy and improve lead quality.

Content Marketing Manager | **Squibler** | United States (Remote) | January 2022 – November 2023

- Scaled organic traffic from 35,000 to 120,000 visits/month by architecting Squibler's end-to-end content engine and SEO pipeline.
- Developed and launched an AI-powered knowledge base that improved user onboarding workflows and increased product retention.
- Built and managed a network of link-building partnerships, increasing domain authority and referral traffic.
- Led cross-brand content operations for Product Manager HQ, Technical Writer HQ, and The Product Company.

Lead Content Strategist | Planet Content | Karachi | January 2019 – December 2021

- Drove 250% ARR growth over two years by spearheading a full company rebrand and overhauling the content strategy from the ground up.
- Designed and executed content strategies for clients including Ahrefs, Exploding Topics, Mixpanel, Pixelied, and Lumen5.
- Grew Pixelied's organic traffic from 0 to 65,000 visits/month and immi's from 2,000 to 55,000 visits/month in under six months.
- Produced 2D animated explainers and marketing visuals for brands including Entrepreneur Magazine.

EDUCATION

Master of Business Administration (MBA) | SZABIST Islamabad | 2025

Bachelor of Business Administration (BBA) | SZABIST Karachi | 2018

SKILLS

Marketing & Strategy

- Content Strategy, Account Management, Product-Led Growth, Demand Generation, Performance Marketing, SEO & Organic Growth, Email Marketing, Social Media Marketing, Marketing Automation, Technical Writing, Copywriting, Content Lifecycle Strategy, Client Onboarding & Retention, 2D Animation

Paid Advertising

- Meta Ads, Google Ads, Google Performance Max, Google Search Campaigns, Reddit Ads, Bing Ads, TikTok Ads, Pinterest Ads, LinkedIn Ads, Paid Social

SEO & Analytics Tools

- Semrush, Ahrefs, Screaming Frog, Moz, Clearscope, GA4, Tableau, AB Tasty

Project Management & CRM

- HubSpot, GoHighLevel, Trello, Asana, Airtable, Notion, Jira

Design & Creative Tools

- Photoshop, Illustrator, Figma, Premiere Pro

AI Tools

- Claude, Ryze, Manus, Ollama, Cursor

CERTIFICATIONS

- CXL Conversion Optimization Minidegree
- Semrush Social Media Toolkit
- SiegeLearn Content Marketing Course
- Google Ads Search Certification
- HubSpot Content Marketing Certification
- HubSpot Inbound Marketing Certification