

Contact

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Top Skills

Go-to-Market Strategy

Creative Marketer

Reply Management

Languages

English (Professional Working)

Certifications

Attract and Engage Customers with Digital Marketing

Think Outside the Inbox: Email Marketing

Foundations of Digital Marketing and E-commerce

Hafsa Khalid

GTM Strategist + Copywriter | Copy + Clay = Predictable Pipeline
Lahore, Punjab, Pakistan

Summary

I've always been the person people crowd around, whether it's for clarity, strategy, or just a straight answer.

That instinct to simplify chaos turned into my career.

I started as a copywriter who helped brands sound human.

Now, I build GTM systems that think before they sell.

Because good copy isn't about pretty words, it's about clear thinking, good offers, and understanding people's problems well enough to solve them simply.

My work lives where copywriting meets Clay, data, filters, signals, and strategy stitched into words that convert.

Here's what I do best:

Translate data into dialogue that actually moves revenue.

Map segment → offer → angle → test until messaging clicks.

Build campaigns that feel personal, not programmed.

If you want GTM and messaging that sound like real humans, but run like a machine, we'll work well together.

And yes, I still change seats often.

Turns out perspective comes easier when you never stay in one place for too long.

Experience

Nuclieos

GTM Copywriter + Strategist

July 2025 - Present (5 months)

Develop and execute outbound campaign strategies for Nucleous, a bespoke AI and software development consultancy. Responsible for end-to-end campaign planning, from market research and ICP definition to messaging, offer creation, and performance analysis. Collaborate with internal teams to align outreach initiatives with product strengths and business objectives. Write compelling cold email sequences, oversee reply management workflows, and continuously optimize based on lead engagement and conversion data. Supported the positioning of AI solutions across sectors including healthcare, SaaS, and internal ops automation.

StackOptimise

GTM Copy Writer + Strategist

September 2025 - October 2025 (2 months)

Wrote cold email campaigns and follow-up sequences for Stack Optimise clients.

Focused on messaging that turned cold leads into booked calls.

Collaborated with Penn to refine tone, structure, and personalization for each ICP.

Delivered copy that improved reply rates and client conversions across campaigns.

Outbound Buddy

GTM Copywriting Strategist

January 2025 - September 2025 (9 months)

Campaign Planning & Segmentation

- Built detailed segment→offer→angle→test maps for each outbound campaign
- Defined Ideal Customer Profiles (ICP) using observable signals (e.g. tech stack, hiring trends, competitor overlaps)
- Restructured segmentation logic to prioritize clarity, relevance, and scale across diverse campaign types

Outbound Messaging & Copywriting

- Wrote cold email sequences using a peer-level, insight-first tone tailored to audience context
- Developed strategic follow-ups personalized to intent signals, response history, and internal team structure
- Translated strategic campaign goals into high-performing email templates and test variations

Audit & Mockup Strategy

- Coordinated full-funnel audit delivery including journey teardowns and competitor benchmarking
- Directed mockup workflows with design teams, annotating with optimization insights and best-practice comparisons
- Organized deliverables for client-facing use and internal feedback cycles

Reply Management & Quality Control

- Took over full reply management ownership for multiple campaigns
- Reviewed, refined, and standardized all outbound replies to improve conversion and maintain strategic tone
- Maintained an internal feedback log to document best practices and train new team members

Internal Collaboration & GTM Support

- Contributed to GTM strategy discussions, priority-setting, and segmentation reviews
- Created handoff materials, Loom videos, and internal documentation to support efficient execution
- Flagged churn-risk scenarios and advised when to pause or reroute outbound communication efforts

Visnext Software Solutions

Technical Content Writer

March 2023 - June 2025 (2 years 4 months)

Lahore, Punjab, Pakistan

Develop and publish high-quality technical content, including blog posts, articles, and whitepapers, to attract and engage target audiences in the software development industry.

Create compelling social media posts and manage social media channels to promote the company's products, services, and thought leadership.

Write persuasive project proposals, case studies, and sales documents to effectively communicate the value proposition of the company's software solutions to clients and stakeholders.

Collaborate with subject matter experts and cross-functional teams to gather information and ensure the accuracy and relevance of content for product documents, case studies, and portfolios.

Stay updated with the latest trends and advancements in software development to produce informative and up-to-date content that educates and supports the target audience throughout their customer journey.

Market Pro

Email Marketing Specialist

January 2021 - March 2023 (2 years 3 months)

Conceptualized and executed email marketing campaigns that resulted in an open rate of 60%, an

engagement rate of 40%, and a click rate of 5%

Built and managed a database of over 50,000 leads using Hubspot and Mailshake

Led A/B testing for subject lines, email content, and CTAs to optimize email performance

Drove lead nurturing campaigns through targeted email sequences and personalized messaging

Increased email open rates by 20% through list segmentation and email personalization

Boosted conversion rates by 15% through targeted email campaigns based on lead behavior and interests

Tools used: Mailshake, Mailchimp, ViolaNorbert, Skrapp, Sales Navigator

Upwork

1 year 5 months

Freelance Writer

March 2020 - July 2021 (1 year 5 months)

Book writing as a ghost writer for Kindle

June 2020 - September 2020 (4 months)

Researched and wrote a comprehensive book on baby sleep problems, covering common issues and

offering practical solutions for parents

Worked closely with the client to understand their vision for the book and ensure it aligned with their goals

Developed a clear and engaging writing style that resonated with readers and kept them engaged throughout the book

Optimized the book for publication on Kindle, including formatting, editing, and ensuring it met all necessary publishing requirements

Mindful Muslim

Video Script Writer

March 2020 - March 2021 (1 year 1 month)

Developed creative and engaging video scripts for Mindful Muslim, the world's first Islamic mindfulness

app designed to improve emotional and mental well-being for the global Muslim community

Collaborated closely with the client to understand their vision for the app and the key messages they

wanted to convey to users

Conducted extensive research into Islamic stories and teachings to craft scripts that were both authentic and informative for users

Worked closely with the voice-over artist to ensure the scripts were delivered in a clear and engaging

manner that resonated with users

Developed a strong understanding of the Muslim community and their needs in regards to mental and

emotional health, ensuring the scripts were relevant and effective

Continued to refine and improve scripts over time, based on user feedback and engagement data,

ensuring they remained effective in helping users improve their well-being

Contributed to the success of Mindful Muslim, which has received widespread praise and recognition for

its innovative approach to mindfulness in the Muslim community

Received positive feedback from the client for delivering high-quality scripts that met their expectations

and helped to bring their vision for the app to life.

Amazon

Product review

June 2020 - August 2020 (3 months)

Ghost writer for Amazon Solar Product reviews

Ramford Institute of Business Technology

Outreach Intern

June 2013 - June 2014 (1 year 1 month)

Muscat, Masqaţ, Oman

Conducted outbound cold calls to potential clients to introduce them to our services and generate interest in our business development programs

Used a provided script to effectively communicate our value proposition and the benefits of our programs to prospective clients

Conducted research to identify potential clients who would benefit from our services and compiled a list for outreach

Followed up with potential clients who expressed interest in our programs to answer any questions and schedule consultations with our business development specialists

Assisted in managing our customer relationship management (CRM) system to track outreach efforts and client engagement

Participated in regular training sessions to improve my cold calling and sales skills, and learned effective sales techniques and strategies

Contributed to the success of the Institute of Business Development by generating leads and opportunities for our business development programs

Gained valuable experience in sales and marketing, customer relationship management, and effective communication, which will help me in my future career.

Education

International Islamic University, Islamabad

Bachelor of Science - BS, Environmental Science · (2016 - 2020)

Sri lankan School Muscat

O and A levels, Science · (2000 - 2012)