

Empowering Women to Excel: UpGro Digital's Commitment to Reshaping and Balancing Professional Lives

Ar-Riyad, Saudi Arabia May 7, 2024 ([IssueWire.com](https://www.issuewire.com)) - In celebration of International Women's Day, [UpGro Digital](#), the leading digital marketing agency in Saudi Arabia, is making significant strides in reshaping the careers of women. Recognizing the challenges that women face, particularly career gaps, UpGro Digital is breaking barriers and providing a catalyst for professional growth.

Currently, at UpGro Digital, 90% of total employees are women; all are working remotely, the majority of whom are married and mothers. These professionals initially worked on-site but faced disruptions due to pregnancy and the challenges posed by the COVID-19 pandemic. Despite these interruptions, UpGro Digital recognizes that career gaps should not hinder the growth of talented individuals. The agency provides the necessary support to empower women to restart and advance their careers.

Women play pivotal roles at UpGro Digital, with several holding key positions such as project leads and team leads. They are placed in content development, social media management, on-page and technical SEO teams, and the local SEO team (Google Business Profile). The majority have postgraduate qualifications in various sectors such as engineering, MBA, journalism, etc. Digital marketing job opportunities and the relevance of the career have attracted them to the field. "I joined UpGro Digital as a project manager after giving birth to my son. Co-workers and the head of the company are very helpful and understanding. So, I can manage my family and office work effectively," shared Ashmi Soman, one of the digital marketers.

As a former government employee and a master in journalism, joining UpGro Digital has been a transformative experience for me. The supportive environment and opportunities for growth here have empowered me to excel in my role. UpGro Digital's commitment to inclusivity and gender equality truly sets it apart, and I'm proud to be a part of a company that values and nurtures talent." - Varsha, Project Lead at UpGro Digital shared her experience.

The agency actively recruits budding professionals and promotes the learning process in the field by hiring interns and providing them with comprehensive training, ensuring seamless integration with the team. Age is not a limiting factor in recruitment. The agency evaluates candidates based on their knowledge and skills, with performance determining subsequent placements within the organization, as shared by Sujaya, HR head.

Manzoor Thayyil, the co-founder of UpGro Digital, emphasizes that during the hiring process, career gaps are not considered reasons to disqualify candidates; rather, they are viewed as opportunities for encouragement. Drawing on his experience as the Managing Director of the Women Development Corporation in Kerala, India, he continued his commitment to empowering women through the establishment of UpGro Digital.

As the world celebrates International Women's Day, discussions about equal pay and the exclusion of new mothers from various workplaces are at the forefront. However, [UpGro Digital](#) stands out by offering women a unique opportunity to flourish in their professional careers. The agency's commitment to gender equality and fostering a supportive environment underscores its dedication to empowering women in the digital marketing industry.

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