

# MARIA MUSHTAQ

## ABOUT ME

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I am a versatile professional with a strong background in content management, content writing, and research. As an Executive Brand Management, I enhanced engagement and optimized performance through data-driven strategies. Moreover, with over 200 articles written across diverse niches, I bring extensive experience as a Freelance Content Writer. My role as an Executive Research Analyst at Emeriosoft Tech sharpened my analytical abilities. I have also contributed as a ghostwriter and tutored primary students. My International Relations background provides a unique global perspective, and my fluency in multiple languages strengthens my communication, adaptability, and problem-solving skills.

## EDUCATION

### Master of Arts | International Relations (1<sup>st</sup> Division)

University of Karachi  
2020 – 2022

### Bachelor of Arts | English Advanced, Political Science, Psychology (2<sup>nd</sup> Division)

University of Karachi  
2017 – 2019

### Intermediate | Pre-medical (1<sup>st</sup> Division)

Board of Intermediate and Secondary Education, Larkana  
2015 – 2017

### Matriculation | Science (A Grade)

Board of Intermediate and Secondary Education, Larkana  
2013 – 2015

### Dars-e-Nizami | Master of Arabic and Islamic Studies (A Grade)

Tanzeem-ul-Madaris, Lahore

## WORK EXPERIENCE

### January 2021 – Present

#### Freelance Writer

- Writing content and copy in various niches, including cryptocurrency, entertainment, news, digital marketing, healthcare, guides, lifestyle, education, and blog posts.

### December 2023 – November 2024

#### Executive Brand Management, SysCrowd

- Established AI-powered and other content strategies to enhance engagement and optimize performance, leading teams in delivering high-quality, data-driven content for personalized audience insights.

### April 2023 – September 2023

#### Executive Research Analyst, Emeriosoft Tech

- Conducted comprehensive research and analysis to support business strategies.

### Ghostwriter for Peace Quarters Website

- Developed written content under a pseudonym, contributing to various articles and posts.

### July 2020 – December 2020

#### SEO Content Writer, Mabtech Digital Team

- Developed SEO-optimized content, boosting online visibility and search engine rankings.

# COURSES

## Certified Applied Cloud Generative AI

Governor Sindh Initiative for Gen  
AI, Web 3.0, and Metaverse  
February 2024 – Ongoing

## Essentials of Computing and Programming

Bano Qabil, Alkhidmat  
February 2025 – Ongoing

## Graphic Design Essentials

Bano Qabil, Alkhidmat  
June 2024 – August 2024

## E-Commerce Development

Bano Qabil, Alkhidmat  
December 2023 – February 2024

# LANGUAGES

English

Urdu

Sindhi

# REFERENCE

Available upon request

# EXPERTISE

- Proficient in managing multiple tasks efficiently, maintaining high productivity, and meeting deadlines in fast-paced environments.
- Strong interpersonal skills for effective collaboration, negotiation, and conflict resolution, fostering positive relationships with diverse teams.
- Adaptable to changing circumstances and challenges, thriving in dynamic work environments.
- Results-oriented with a focus on achieving ambitious objectives while maintaining a commitment to quality.
- Skilled in problem-solving, capable of analyzing complex issues and providing innovative solutions to enhance efficiency.
- Experienced in crafting compelling marketing content with a strong understanding of messaging, branding, and audience engagement.
- Adept in Microsoft Office (Word, PowerPoint & Excel), Shopify, Adobe Illustrator, Adobe Photoshop, and advanced in Google Docs, Yoast SEO, and Grammarly for polished and optimized content.
- Skilled in creating responsive, visually appealing user interfaces using semantic HTML, custom CSS, and Tailwind CSS, using TypeScript and Next.js for improved performance and SEO.