

MARIA MUSHTAQ

ABOUT ME

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I am a versatile professional with a strong background in content management, content creation, 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 (1st Division)

University of Karachi
2020 - 2022

Bachelor of Arts | English Advanced, Political Science, Psychology (2nd Division)

University of Karachi
2017 - 2019

Intermediate | Pre-medical (1st 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

December 2023 – November 2024

Executive Brand Management, SysCrowd

- Driving 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.

Freelance Content Writer and Copywriter

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

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.

Home Tutor for Primary Students

- Provided personalized tutoring to primary school students, focusing on core subjects.

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

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.