

# Abdullah Saad

## CONTENT WRITER, SOCIAL MEDIA MANAGER, VIDEO EDITOR

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### Objectives

To utilize my skills as a versatile content writer, video editor, and graphic designer to create impactful and engaging content that resonates with target audiences. With a strong focus on storytelling, attention to detail, and a knack for adapting to diverse client needs, I aim to deliver high-quality content and visuals that drive results and foster meaningful connections.

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### Skills

- Creative storytelling with engaging narratives.
  - Proficient in SEO for optimized visibility.
  - Strong research skills for accurate content.
  - Adaptable writing for diverse audiences.
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### Experience

#### CONTENT WRITER & VIDEO EDITOR @TECH 'N CODE 2023-25

- 📝 Wrote and edited compelling scripts, tailored to a tech-savvy audience, driving a 40% increase in viewer retention.
- 📺 Produced and edited high-quality videos with engaging visuals and effects, contributing to a 25% subscriber growth.
- 🔍 Optimized content for YouTube SEO, leading to improved video rankings and a significant boost in channel visibility.
- 📊 Conducted regular analytics reviews to refine content strategies and improve overall performance.

#### CONTENT WRITER / FREELANCE FOR YOUTUBER 2022-2023

- Delivered clear, concise, and impactful content, ensuring consistency in brand voice and storytelling.

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### Education

#### BS COMPUTER ENGINEERING UET TAXILA 2023- PRESENT

**GPA: 3.1** – Demonstrates consistent academic performance and dedication to learning.

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## Contact

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Recognized as a **proactive team player** during group assignments, contributing to innovative solutions and efficient project delivery.