

# NOORAIN

## PROFESSIONAL SUMMARY:

Dynamic & motivated professional with proven communication skills that drive conversions & bring leads through solid copywriting & content management for web, social & print. Highly deadline oriented for managing projects from concept to completion & building relationships. Adaptable with an ability to work independently

## WORK EXPERIENCE:

### SENIOR CONTENT WRITER

*Trade-Key Pvt Ltd, /Feb 2018 – May 2021 (3.2 yrs)*

- Producing highly engaging, SEO-based content for Australian, Indian and Pakistani based clients as per the project brief.
- Acting as Creative 'brand content voice' for in-house corporate websites, marketing and promotional material to deliver highly engaging and user-friendly content across multiple digital platforms.
- Working with a talented mix of designers, writers and account managers over diverse set of global digital content projects.
- Preparing internal and external communications including corporate presentations, press releases, technical documentation, sales support, as needed.

### VISITING FACULTY

*IOBM (CBM) University, Jan 2017- Sep 2017*

- Visiting faculty for the course of "Interpersonal Communication" Skills "under 'Benazir Youth Development Program'. (09 months contractual position)
- Responsible for mentoring soft skills & hard skills along with students self-grooming.

### COMMUNICATIONS SPECIALIST

*BAYS INTERNATIONAL (Cosmetic brand), March 2015- Feb 2016*

- Overseeing all internal and external communications with UI /UX designers
- Drafting highly engaging content as per the dynamic cosmetic industry, latest beauty trends & stats.
- Overseeing social media posts & pitching ideas to boost engagement & creativity.

**Customer Service Representative/ Telesales Representative**  
*Soneri Bank, (2013-2014)*

- Contacting potential or existing customers to inform them about a product or service.
- Answering questions about products
- Asking questions to understand customer requirements and close sales.

## Reach Me Via:

### Email:

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### Cell:

0311-3211869

City: Karachi

## CORE COMPETENCIES:

- Excellent verbal & written communication skills
- Flair for Copy & Content writing
- Strong Internet Research Skills
- Effective Presentation Skills
- Ms-Office Proficiency
- Creativity driven Mindset
- Flexible to move b/w projects
- Can do attitude
- Proof reading

## EDUCATION:



**M.B.A / MARKETING**

KARACHI UNIVERSITY

2016- 2018, CGPA: 3.4



**B.B.A / MARKETING**

FAS T-NUCES

2011-2015, CGPA: 3.2

## CERTIFICATION:

- CONTENT MARKETING– HUBSPOT CERTIFIED
- IBA – MUNIK 2012