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Personal Statement

As an accomplished content writer and copywriter with a passion for crafting compelling narratives and engaging marketing materials, I am dedicated to transforming ideas into persuasive, impactful content. With 5 years of experience in the industry, I have honed my skills in creating content that not only informs but also inspires and converts.

My writing journey has been characterized by a commitment to delivering high-quality, meticulously researched, and SEO-optimized content across various platforms. I understand the power of words and their ability to connect with audiences, and I take pride in my ability to adapt my style to suit different brand voices and target demographics. Whether it's crafting persuasive product descriptions, informative blog posts, or attention-grabbing social media campaigns, I have consistently demonstrated my versatility and creativity in content creation.

I thrive in collaborative environments and have a keen eye for detail, which allows me to work seamlessly with designers, marketers, and other creative professionals to deliver cohesive and visually appealing content. My experience extends to managing editorial calendars, meeting tight deadlines, and optimizing content for search engines to ensure maximum visibility and engagement.

In a rapidly evolving digital landscape, I am committed to staying up-to-date with industry trends and best practices. I am well-versed in the use of analytics tools to measure content performance and make data-driven improvements. Additionally, I have a deep appreciation for the importance of ethical and inclusive content, always striving to create work that respects diversity and reaches a broad, inclusive audience.

My unwavering dedication to creating content that resonates with readers, drives brand growth, and achieves tangible results has allowed me to build a successful career as a content writer and copywriter. I look forward to leveraging my expertise, creativity, and strategic thinking to contribute to your organization's continued success.

Thank you for considering my application. I am excited about the opportunity to join a dynamic team and help tell your brand's unique story through the power of words.

Qualifications

- Secondary School Examination, 2006
- Senior Secondary School Examination, 2008
- B.A. Honors Psychology, Aligarh Muslim University, 2011
- M.A. Mass Communication, Aligarh Muslim University, 2013

Competencies

- Research skills: essay research via library/internet.

- Willingness to learn: honing my current skills and acquiring new ones is a major incentive .
- Teamwork: enjoys working in both team environments and independently.
- Communication skills: interpersonal, problem-solving and analytical abilities.
- Keen observer: interested in people, facts and events.
- Creative skills: penchant for fresh innovative thinking.
- Technical skills: social media marketing, content writing and editing, proof reading.

Work Experience

- **Consultant at Global Health Strategies**

April 2018-June 2018

Responsibilities:

- Documented minutes for the daily team meeting.
- Prepared the first draft of the project's newsletter which was shared with various stakeholders that included renowned journalists, politicians and important civil society members.
- Prepared the first draft of the project's final report intended to be shared with the Bill and Melinda Gates Foundation.
- Designed infographics for various health campaigns spearheaded by the Uttar Pradesh Government.

- **Copywriter/Content Writer at Crazy Fox Creations**

October 2018-July 2023

Responsibilities:

- Wrote long form articles about the management of various medical ailments that were published under the name of doctors, nutritionists and other certified health professionals. The articles contained a thorough analysis of all aspects of the disease and its treatment wherein the information was corroborated by relevant and latest scientific studies.
- Trained other writers that joined the team.
- Proofread and edited articles written by other writers in the team.