HAFIZA IQRA KAINAT
TECHNICAL WRITER

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SUMMARY

I'm a passionate problem-solver who bridges the gap between complex ideas and clear, impactful communication. With a knack for turning technical jargon into accessible content, I excel in crafting user manuals, business reports, and marketing materials that connect with diverse audiences. My journey has been a mix of creativity and strategy. Whether documenting product details, analyzing business workflows, or collaborating on cross-functional projects, I thrive in dynamic environments that demand critical thinking and teamwork.

TECHNICAL SKILLS / TOOLS

- Business Documentation & Process Analysis
- Technical Writing & User Manual Creation
- SEO Optimization & Web Copywriting
- Marketing Collateral Design (Brochures, Proposals)

- **Tools:** Ahrefs, Semrush, Canva, Draw.io, Figma,
- **Microsoft Office Suite** (Excel, PowerPoint, Word)
- **Microsoft Visio** / Lucidchart (for process modeling)
- **Jira / Trello** (for agile task tracking)
- **Mediawiki:** A Knowledge-Based Tool.

EDUCATION

MS Project Management   **January 2024-June 2025**
Bahria University, Islamabad.

BS Biochemistry   **2018-2022**
University of Central Punjab, Lahore.

PROFESSIONAL EXPERIENCE

Technical Writer   PLC Group | Islamabad   **August 2025 - Present**

- Prepared ISO-compliant technical documents, SOPs, and process guides.
- Developed user manuals, feature descriptions, and release notes for software modules, ensuring clarity and alignment with product requirements.
- Created and updated internal documentation on MediaWiki for improved accessibility.
- Collaborated with teams to gather information and produce clear technical content.

Technical Writer   HyperNym/Metis Pvt, International, ISB.   **December 2024 - July 2025**

- Conductding in-depth research to identify business needs and translated them into clear, actionable insights.
- Authored and designed technical documents, requests for proposals, and network diagrams.
- Collaborating with teams to develop user-friendly manuals and client-facing deliverables.
- Enhanced project workflows by streamlining documentation processes and ensuring accuracy.
- Playing a key role in preparing whitepapers, and case studies that supported client acquisition.

Technical Writer   IOTA Solutions | Islamabad   **Dec 2023 - Dec 2024**

- Produced high-quality content for product brochures, whitepapers, and customer-facing FAQs.
- Developed case studies highlighting the success of solutions deployed in multiple industries.
- Managed social media campaigns, including post creation, scheduling, and performance analysis.
- Led efforts to create engaging internal documentation and employee training materials.
- Actively contributed to brand-building efforts through strategic content marketing initiatives.

SEO Content Writer/ Copywriter   **DX Creativ | Rawalpindi**   **March 2023 - Nov 2023**

- Optimized website content to improve search engine rankings and drive organic traffic.
- Created copy for landing pages, email campaigns, and promotional materials.
- Conducted competitor analysis to identify content gaps and develop targeted SEO strategies.
- Delivered detailed keyword research and implemented SEO best practices in all writing.
- Worked closely with clients to ensure their brand voice and messaging aligned with their goals.

SEO Content Writer   **Developers Hub Pvt Ltd | Islamabad**   **March 2021- June 2022**

- Wrote and edited blog posts, technical articles, and press releases to enhance brand visibility.
- Assisted in developing content calendars to maintain consistent engagement.
- Provided content updates and optimization for existing web pages, improving readability and SEO performance.
- Ensured all written material adhered to client guidelines and industry standards.
- Contributed to internal projects by creating clear, concise user documentation.

PREVIOUS PROJECTS DONE

1. Leave Management System (Empower Hub)
Role: Business Analyst & Technical Writer
- Gathered and documented user requirements for a custom leave tracking application.
- Coordinated between developers and HR stakeholders to align features with leave policies (medical, annual, WFH).
- Conducted UAT sessions, prepared training material, and ensured successful deployment and adoption.

2. Smart Building Mobile App
Role: Business Analyst & Technical Writer
- Analyzed user stories and app screens for a smart facility management solution.
- Created a detailed user manual with screen-wise functionality explanations for seamless onboarding.
- Worked with UI/UX designers and developers to refine app usability based on user feedback.

3. ESG Power BI Dashboard
Role: Project Coordinator
- Collaborated with data teams to organize environmental and social metrics for an ESG reporting dashboard.
- Managed project timelines, task assignments, and progress updates with Power BI developers.
- Ensured stakeholder alignment by conducting regular review meetings and progress tracking.

4. Fleet Management System
Role: Business Analyst & Technical Writer
- Led requirement gathering sessions for a logistics client's vehicle tracking and maintenance portal.
- Created both a comprehensive user manual and a concise onboarding guide for end-users.
- Coordinated between software development and QA teams to meet deployment timelines.

5. Proposal Development for BYD (EV Industry)
Role: Project Coordinator & Technical Writer
- Structured a technical and functional proposal for BYD, outlining role-based journeys, system architecture, and data integration.
- Collaborated with solution architects to design Azure-based architecture and ensure alignment with client needs.

6. MediaWiki Knowledge Base Implementation
Role: Technical Writer
Successfully established and deployed the MediaWiki-based knowledge management system, including configuring the platform, designing the content structure, organizing categories, and migrating technical documents. This project improved documentation accessibility, standardization, and internal knowledge sharing across teams.

ADDITIONAL INFORMATION

- **Languages:** English, Urdu, Punjabi.
- **Certifications:** SEO Content Writing Internship, Digital Marketing Course. Prompt Engineering Course by Udemy.