

ARSLAN SHARIF

TWE: 6+ years

CURSORY

Digital Marketing; Rapid Prototyping followed by SEO & SEM, Website Management & Handling, Content Mobilization, Social Media Management, Assessment Editing, Public Mobilization

EXPERIENCE

Niche Business Solutions | Content Strategist – Digital Marketing (Oct-2013 to Jun-2015)

My responsibilities included content delineation for digital media platforms; SEO & SEM. Social Media Marketing, Website Development & Vendor Management for the same. Assessment Editing was also my calling.

Pardaphash.com | Co-Editor – Special Content (Dec-2011 to Oct-2013)

My work was to look after the designated stints sorted by our Group-Editor in terms of political & bureaucratic hypocrisy, corporate swindling and legal abuse. Also, my line of work included overseeing the content of website's English portal and management of its several other aspects. I also provided product reviews and intrinsic automobile info as my part of interest.

LMST.org | Associate Manager – Public Mobilization Campaign (Apr-2010 to Nov-2011)

My work was to develop long and short term campaigns for mobilizing public for my organization (LUCKNOW MAHILA SEWA TRUST) which aimed at women empowerment. I managed campaign implementation, promotion, helped in arranging peripherals such as communication partners, coalition partners and aligning media outreach activities including writing articles for media. Equipping campaign with quintessential materials plus the educational materials was my job.

Samaylive.com | Trainee Sub-Editor (Jun-2009 to Feb-2010)

At (conglomerate) Sahara's samaylive.com, my work was to prepare news articles in the beats of nation, sports, automobiles, commerce and lifestyle. Being a quick learner, I was made in-charge of filtering and editing news articles submitted by other trainees. Exposure to SEO, involvement in providing live-feeds during cricket matches in my concourse helped me achieve precious experience here.

BRAINWASH

Degree	Institution	Year of Passing	Score
MSc – Mass Comm in Science & Tech	University Of Lucknow	2012	58.13
BSc – Electronic Media	MCRP University, Bhopal	2010	68.17
Intermediate	RLB Sr Sec School, Lucknow	2006	64.4
Matriculation	Cathedral Sr Sec School, Lucknow	2004	75

SATISFACTIONS

- Participation in State Level Judo Championship – 60kg Category – 2008
- Distance runner in UP Half Marathon
- Runners-up – Mr. Lucknow 2008
- Lead the team & stood winners in Inter School Basketball Competition
- Lead the team & stood runners-up in Inter College Basketball Games
- Won several prizes in Sports & Athletics in Inter House College Championships
- Active participation in Street Plays

STRENGTHS

Apropos exposure to Computer Networks, Computer System Administration, Photoshop, MS-Office & Pinnacle,

LANGUAGES

ENGLISH | Full Professional Proficiency

HINDI | Native Proficiency

URDU | Native Proficiency

FRENCH | Limited Proficiency

INTERESTS

Automobile Aficionado, Photography, Music, Road-Trips, Parkour

PARTICULARS

DOB: 17/12/1987

NATIONALITY: INDIAN

PASSPORT NO.: K0540405

(ISSUANCE: 16/11/2011; EXPIRY: 15/11/2021)

DRIVING LICENCE NO.: UP32A20060019070

(ISSUANCE: 20/06/2006; EXPIRY: 19/06/2026)

RECAP

With over 6 years of proven professional record in the field of communication, as an ambitious and hard-working individual, I am often recognized for my commitment, agility, and ability and admired for my inquisitive and exploratory nature with an eye for detail.