



MIRZA MOHIUDDIN BAIG

About Me

A seasoned content wizard weaving words into stories that woo, wow, and win over target audiences.

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Education

David Memorial Institute of Management

Master of Business Administration
2012 - 2014

G. M. Sanghi College of Commerce

Bachelor of Commerce
2009 - 2012

Skills

- SEO Writing
- Content Editing
- Technical Writing
- Brand Marketing
- Content Strategy
- Task Management
- Keyword Optimisation

Experience

Content Writer

Jan 2023 – Present

Rapidue Solutions Pvt. Ltd

Creating captivating and engaging content collaterals like blogs, social media, webpages, email campaigns, newsletters, and white papers. Also responsible for team task management, traffic analysis & keyword optimisation.

Content Writer

Jan 2022 – Dec 2022

Eyantra Industries Pvt. Ltd

Responsible for creating short-form and long-form content for both in-house brands and clients across various industries. Crafted content for collaterals like SMM posts, ads, blogs, websites, paid search ads, and emailers.

Content Writer

Jan 2021 – Jan 2022

Kansas Overseas

Perform ad-hoc research to consistently develop and produce new web-based and print-ready content for website pages, technical blogs, physical sales copies and Google ad copies.

Junior Content Writer

Jun 2020 – Dec 2020

Spin Analytics & Strategy

Responsible for creating high-quality content for websites, blogs, social media marketing collaterals, and paid search ad copies for the brand and its clients that spanned various industries and countries.

Content Specialist

Sep 2019 – May 2020

Digital Ozone

Responsible for creating engaging content for blogs, websites, videos, social media posts, and other marketing collaterals for clients from diverse niches.

News Content Writer

Oct 2016 – May 2019

Namaste Online Pvt. Ltd

Generating timely and trending news articles for publication on the mobile app. Also proofread articles written by the team to ensure the delivery of high-quality content.

Digital Marketing Associate

Oct 2014 – Jan 2016

Commlab India LLP

Responsible for multiple digital marketing tasks like writing blogs, articles, and ebooks, handling social media postings and LinkedIn InMail campaigns, and researching lead information from form-fills for lead qualification.