

Sakina Naz

Content Writer and Editor

✉ sakina.naz22@gmail.com 📞 0340 8635016 📍 Karachi

Education

Bachelors in Business Administration (BBA) Jinnah University For Women, Karachi 3.54 CGPA	Jan 2012 - Dec 2015
Higher School Diploma, Engineering Government Degree College Block M, Karachi	Nov 2011 - Dec 2011

Employment

Content Writer Bosch Pharmaceuticals Pvt Ltd, Karachi <ul style="list-style-type: none">Writing engaging content for social media platforms, that align with brand messaging and objectives.Actively collaborating with other marketing team to generate impactful content.Website content writing, enhancing the company's online presence.Contributing to the development of the company's corporate profile.Exercising keen editorial skills to edit and enhance content.Applying SEO best practices to optimize content for search engine ranking.	Sep 2023 - Present
Assistant Student Relationship Manager Aptech Computer Education, Karachi	Feb 2023 - Jun 2023
Student Relationship Officer Aptech Computer Education, Karachi	May 2019 - Oct 2022

Certificates

Google Analytics Individual Certification Google	Jan 2024
Fundamental of Digital Marketing and Ecommerce Course by Google, Offered by Coursera	Nov 2023
The Strategy of Content Marketing Coursera	Jun 2023
Understanding Corporate Communication Course by Star Wavier, Offered by Coursera	Dec 2023

Skills

Content Writing	<div><div></div></div>
Blog Writing	<div><div></div></div>
Content Creation	<div><div></div></div>
Digital Marketing	<div><div></div></div>
SEO Writing	<div><div></div></div>
Campaign Designing	<div><div></div></div>
MS Office	<div><div></div></div>
Proofreading and Editing	<div><div></div></div>

Professional Skills

- Proficient in Canva, Adobe Lightroom and Premier pro.
- Knowledge of AI tools. i.e, MidJourney, ChatGPT, WriteSonic

Languages

English	<div><div></div></div>
Urdu	<div><div></div></div>