



# Ali Aashir Riaz

**Date of birth:** 9 Apr 1996 | **Nationality:** Pakistani | **Phone number:**

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**Address:** A-9, Noman Avenue, Gulistan E Jauhar, Near Jauhar Mor, Block 20, 75290, Karachi, Pakistan (Home)

## WORK EXPERIENCE

29 AUG 2022 – 5 AUG 2023 Karachi, Pakistan

**SENIOR CREATIVE CONTENT WRITER** LIME SOFTWARE LOGICS

During my time as Senior Creative Content Writer I have written various SEO optimized blogs and social media posts for businesses based in the USA.

4 OCT 2021 – 8 JUN 2022 Karachi, Pakistan

**SENIOR CONTENT MARKETING SPECIALIST** LOGICOSE

During my time as a Senior Content Marketing Specialist I wrote a variety of content pieces including:

- Blogs
- Articles
- Press releases
- Long-form content pieces
- Guest blogs/articles
- Social media content
- Google My Business posts
- Location page content
- Services page content
- Content plans

Additionally, I was chosen as a mentor for the new writers in my panel.

SEP 2020 – SEP 2021 Karachi, Pakistan

**ASSISTANT EXECUTIVE CONTENT WRITER** LEGENDESK

During my time as an Assistant Executive I wrote internal blogs, external blogs, guest posts and social media captions for several international brands.

1 AUG 2018 – 31 OCT 2018 Karachi, Pakistan

**DIGITAL TRANSFORMATION TRAINEE** LANETWELVE

During my time as a digital transformation trainee I wrote articles and captions about top brands including:

- Mazda Oman
- Geely Oman
- Bridgestone Oman
- Towell Autos Rent a Car Oman
- Oman's Best Lubricants

## EDUCATION AND TRAINING

2018 – 2020 Karachi, Pakistan

**MASTERS IN BUSINESS ADMINISTRATION (MBA)** Shaheed Zulfiqar Ali Bhutto Institute of Science & Technology (SZABIST)

I wrote a research paper on the topic "EWOM EFFECTS ON CONSUMER BUYING INTENTION - A STUDY OF ONLINE FOOD REVIEWS IN PAKISTAN"

**Address** 99, 100 & 79, Block 5, Clifton Karachi, Pakistan, Karachi, Pakistan | **Website** [szabist.edu.pk](http://szabist.edu.pk) |

**Field of study** Marketing and advertising | **Final grade** 3.23 CGPA

2014 – 2018 Karachi

**BACHELORS IN BUSINESS ADMINISTRATION (BBA)** Bahria University, Karachi

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During my bachelors:

- I became Google Ads certified (including Google Search Network Display Network, Mobile Advertising, YouTube Advertising and Google Analytics)
- I developed an original idea for children's ice lollies made out of organic fruit juices in the event Ideapreneurship 2018.
- Developed a working website [stylius.multiscreensite.com](http://stylius.multiscreensite.com) using the tool DUDA
- I prepared all kinds of YouTube ads for this website and ran a dummy campaign
- I executed an actual campaign with investment on Google Search Engine
- Prepared a TV Commercial about an imaginary energy drink

**Website** [www.bahria.edu.pk/bukc](http://www.bahria.edu.pk/bukc) | **Field of study** Marketing and advertising | **Final grade** 2.6 CGPA

2012 – 2014 Karachi, Pakistan

**INTERMEDIATE IN COMMERCE** Fazaia Degree College, Karachi

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During this time I became EUREKA English Language certified.

**Website** [www.fazaia.edu.pk](http://www.fazaia.edu.pk) | **Field of study** Marketing and advertising | **Final grade** B grade

2011 – 2012 Karachi, Pakistan

**MATRICULATION** Beaconhouse School System, Karachi

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**Website** [www.beaconhouse.net](http://www.beaconhouse.net) | **Field of study** Information and Communication Technologies |

**Final grade** A grade

● **LANGUAGE SKILLS**

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Mother tongue(s): **URDU**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
<b>ENGLISH</b>	B2	B2	B2	B2	B2

*Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user*

● **DIGITAL SKILLS**

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Writing Blogs and Articles | Reading Comprehension | Social Media including Facebook , WhatsApp and Twitter | Google Suite (Doc, Slides, Form, Sheet, Drive) | Internet Research | Messenger, Whatsapp, Skype | Social Media / Social Network

**General**

Teamwork & collaboration | Microsoft Office (Outlook, Excel, Word, PowerPoint) | Time Management: | Attention to Details | gaming experience | creative, strong abstract thinking for formulating ideas | Good listener and communicator | Quick Learner | Adaptibility | Organizational and planning skills | Research and analytical skills | Technical Understanding | Good Communication and Writing Skills

● **ADDITIONAL INFORMATION**

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**CREATIVE WORKS**

**My Work Portfolio** [aliaashir.portfolial.com](http://aliaashir.portfolial.com)