

# HIBA NAZ KHAN

● PARIS, FRANCE ● PHONE: +33 7 66 54 88 08 ● [HIBAN214@GMAIL.COM](mailto:HIBAN214@GMAIL.COM)

EXPERIENCED CONTENT SPECIALIST: NEWS | SPORTS | FITNESS | LIFESTYLE | TRAVEL | CRM

**Nationality:** Pakistan  
**D.O.B:** 01/08/1992

## Key Skills

Video Journalism  
Multimedia Reporting  
News Writing  
Sports Writing  
Feature Writing  
Proofreading/ Editing  
Research &  
Fact-Checking  
Travel marketing  
Email marketing / CRM

## Technology Summary

Burli  
Google sheets  
WordPress  
MS Office  
Adobe Premiere Pro  
Adobe After Effects  
Adobe Audition

## Languages

English (C1)  
French (B1)  
Urdu/Hindi (Native)

## Professional Experience

**ARABIAN RADIO NETWORK** — Dubai, UAE

**Weekend news reporter**  
Jun 2021 to Sept 2024

- My job involved writing radio bulletins, updating the website and news app with the latest news from the wires, creating social media posts, and writing original stories.

**ALMOSAFER** — Dubai, UAE

**Marketing specialist**  
Jan 2021 to Sept 2024

- I specialised in creating compelling B2B and B2C CRM communications to enhance customer engagement and loyalty, as well as SEM and social media content.
- Responsible for writing sales and marketing materials for CMS while working closely with cross-functional teams.
- Supported the creation of the brand's email marketing strategy and facilitated relevant A/B testing.
- Led content ideation & creation for creative campaigns, such as for [Saudi Founding Day](#).

**SPORT360** — Dubai, UAE

**Sports journalist**  
May 2016 to December 2020

- Covered a wide range of stories within the sporting community of the UAE for the only English-language sports newspaper in the Middle East
- Earned repeated commendations for excellence in writing, reporting, photo and video journalism, and producing short motion graphic videos for social media.
- Interviewed the likes of Diego Maradona, Caroline Wozniacki, Michael Phelps and Pelé.

**YOUNGNETWORK GROUP** — Dubai, UAE

**Community manager**  
Aug 2014 to Sept 2015

- Obtained hands-on experience in creating PR proposals.
- Managed social media accounts and online campaigns for clients.

## Internships

**Sport360** — Dubai, UAE

Dec 2015 – Apr 2016

**CPI Media Group** — Dubai, UAE

Jan 2014 to Apr 2014

**Radio1 FM 91** – Karachi, Pakistan

Jun 2011 to Aug 2011

## **Education**

Murdoch University — Perth, Western Australia

**B.A in Journalism and Screen Production, 2013 to 2016**

THE LYCEUM SCHOOL – Karachi, Pakistan

**A Level in Psychology, Mathematics, Economics**

BEACONHOUSE SCHOOL SYSTEM – Karachi, Pakistan

**O Levels in Additional Mathematics, Chemistry, Physics and Biology**