

Arooj Anjum

CONTACT

1. Address: Lahore, Pakistan
2. E-mail: support@digitalcorner.live, arooj-anjum@hotmail.com, aroojjahmad@gmail.com,

Introduction

A Biomedical Engineer Graduate by education, and a writer by passion. I chose the latter. I have always felt the need to write; sometimes in the form of poems, diaries, stories and now, in the form of blogs, articles, content, etc. A person who never stops for less, I always keep myself evolving with my skills and, feeling enthusiastic about each and every thing I learn. I am a published author of two books;

1. **THE AWAKENING**

<https://www.amazon.com/AWAKENING-Journey-Towards-Self-Discovery/dp/B085RNLQMQ>

2. **IF ONLY SHE KNEW**

<https://auragpublications.com/product/if-only-she-knew/>

You can call me a learning enthusiast. Over the years', I have worked to achieve my goals, pursued my passion as a writer. Having worked with different clients' from different countries via Upwork, I can proudly call myself a winner in the field. But, the world is evolving, and so did I. Got my Digital Marketing degree from Kinnaird College last year, and completed various tutorials and short courses from Udemy, DigiSkills and much more.

WORK

Owner/ CEO of [Digital Corner](#), an online digital marketing agency, covering;

1. SEO
2. SMM
3. SEM
4. BRAND IDENTITY
5. EMAIL MARKETING
6. WEBSITE DEVELOPMENT & DESIGNING
7. CONTENT MARKETING

The company was founded in March 2020, and till date, we have successfully served three clients; Australia, UK and Pakistan.

1. **The Scribblers Hub**

October 2019- January 2020

Worked 9-5 as a content writer

2. **Freelance Writer on Up work**

3. **The Headway Writers**

Senior Content Writer

November 2016- September 2017

The Headway Writer was the perfect platform for freelancers like myself. I had the option for selecting my own orders, with different deadlines. However, I opted out last month, because I was, in fact, still am, looking for a better writing career.

4. **Cash words, Pakistan**

Oct 2014- Dec 2014

Academic Writer

5. **Wisdom pad, Karachi**

Jan 2015- Dec 2017

Senior Content Writer

6. **Content Freelancers**

August 2015- January 2016

Content Writer

I was responsible for writing academic blogs and product descriptions.

7. **Yes, Gulf –E-Magazine**

September 2015- December 2016

8. **Dynasty Technologies, Lahore**

December 2015- June 2016

9. **NMC Hospital Dubai**

June-August 2010, Intern

Worked on a new project of equipment installation and commissioning in the Radiology department of NMC in addition to other assignments in the ER, Anesthesia Room, and OPD & OT.

EDUCATION

1. Digital Marketing course

Kinnaird College Lahore

Oct 2020-Jan 2021

2. SEO/Freelancing

DigiSkills, Pakistan

3. BSc Biomedical Engineering

Ajman University of Science and Technology, Ajman, UAE

September 2007- June 2011

Biomedical Engineering is the application of engineering principles and design concepts in medicine and biology for health care purposes (e.g. Diagnostic or therapeutic). This field seeks to close the gap between engineering and medicine: It combines the design and problem solving skills of engineering with medical and biological sciences to advance health care treatment, including diagnosis, monitoring, and therapy. During 4 years of my graduation, I studied courses like biomedical design and safety, human anatomy, signals & processing, logic design, bio-medical instrumentation and circuit analysis.

4. A Levels (University of Cambridge)

Arab Unity School, Dubai

Major in Physics, Biology & Chemistry.

Sep. 2005 — June 2007

5. O Level (Universality of Cambridge) Mar. 2002 — June 2005

The Westminster School, Dubai

SKILLS

1. On page SEO
2. Off page SEO- link building, posting on forums, directories, guest blogging
3. Email marketing
4. Content writing
5. Basic design skills
6. Social media
7. Creative problem solving
8. leadership
9. Communication skills
10. Team
11. Negotiation

Digital Corner details;

- [Website](#)
- [Facebook](#)
- [Linkedin](#)

LIST OF CLIENTS

1. Haseeb Azhar, Aussify, AUS
2. Ghafoor Khan, Airport Taxi Transfer, UK
3. Adnan, Bid Estimation, KHI

References available upon request