

CONTACT & INFO

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<https://nydaaley.journoportfolio.com>

EDUCATION

Master of Arts

Major – Advertising

Iqra University

Bachelor of Business Admin

Major – Human Resources

Bahria University

SKILLS

Professional

- Project Management
- Creative Storytelling
- Editing & Proofreading
- Brand Creation & Development
- Digital Marketing
- Team Management
- Bilingual in English and Urdu

Technical

- Figma, Canva
- Microsoft Suite
- Google Suite
- Asana, Trello, Jira, GitHub
- Slack, Teams

CERTIFICATIONS

Short and Longform Editing

Digital Marketing

I am a Creative Campaign Manager, Copywriter, Content Creator, Marketing Expert, and Editor with a career built on a passion for writing, and content creation, a unique problem-solving ability, and a dedication to effective communication.

Willing to relocate for the right offer.

EXPERIENCE

Project Manager

New Patients Inc. / Las Vegas, NV / 2023 – 2024

- Directed workflow management for a dental design agency.
- Served as the key intermediary between designers and clients.
- Enhanced project delivery speed by 30% through effective task delegation
- Ensured design and copy accuracy before publication.

Copywriting Manager

Swit Technologies Inc. / San Jose', CA / 2021 - 2024

- Oversaw proofreading and editing of junior writers' work.
- Cultivated a culture of quality and consistency in content creation.
- Collaborated with design and marketing teams to execute campaigns and strategies.
- Crafted diverse copy, including website content, newsletters, thought leadership blogs, PR pitches, social posts, and video scripts.
- Enhanced brand visibility through customer engagement.

Freelance Writing

Taos News - Medical Bound - Skoshe Marketing - Acton Academy - Ranker - Canyon News - FanSided - Screenrant - The Hard Times - Wazimo / 2019 - Present

- Created engaging articles and blogs.
- Leveraged storytelling techniques to captivate audiences.
- Optimized content for SEO, resulting in a 30% increase in organic search traffic and a 25% rise in reader retention.

Creative Manager

Blitz Advertising / 2016 - 2018

- Oversaw a team of creative campaign experts.
- Lead graphic artists and copywriters in executing cutting-edge 360 campaigns.
- Defined brand strategies for new and ongoing clients.
- Contributed a 20% boost in customer loyalty and a 12% increase in revenue growth.

INTERESTS

Creative Writing • Reading • Hiking • History & Politics • Podcasts • D&D