

Maham Amir

The wandering mind

Lahore 54000

mahamamir046@gmail.com

+923244745412

I am an enthusiastic individual with the wandering mind; always seeking something new and better only to improve my skills which can add more to my personality. As a child, brought up in a patriarchal surroundings, I've always been passionate to prove my individuality as a separate human being with my distinct values and worth, other than only being a daughter to my father or a wife to someone. In short, I'm an honest person with greater aims in life, from first proving my worth to becoming a better human being who can contribute to the world's development with an optimistic approach.

Work Experience

Senior Content Manager

Best Custom Boxes - Lahore

January 2021 to Present

As a senior content writer and content manager, my responsibilities include managing content for the company website, concerned requirements, and documentats, reviewing and analyzing work of junior writing team and working in collaboration with the SEO team to produce SEO driven content and ensure productive outcome. Meanwhile, my responsibilities have considerably changed over the course of the time, and so it demands flexibility and adaptability to deliver the complete the required tasks at hand in the short deadlines.

Director

Falah-o-Behbood - Lahore

September 2020 to Present

It is a youth led organization intended to aware people about health related problems and helping those in need through different means. My responsibilities include strategy and policy making, implementing and leading campaigns and individual projects. Supervising events and overall team management.

SEO Content Writer

Sheikh Studios - Pakistan

June 2020 to Present

Sheikh Studios is a digital marketing and game development company, co-founded by Shahab-ud-din and Durr-e-Sameen. I completed two different series of seo driven blogs with the team. One of them was travel based blog series.

Translator

Remote - Lahore

February 2020 to Present

English to Urdu and Urdu to English translation

Content Writer

Freelance - Lahore

April 2019 to Present

Freelance creative writer since 2018; written multiple articles on travelling, social media marketing, digital media, vlogging, book reviews, education, health, technology and life lessons. Additionally, short stories and poems on general yet important aspects of life.

RJ

Radio 104.6 - Lahore

Present

Weekly host show on diverse topics including social, spiritual, inspirational, religious and philosophical domains of life.

Social Media Manager

Abk connectors

Present

Responsible for online presence; including content writing and strategy development

Payed Survey Reports

Remote - Lahore

March 2018

Surveys on various topics from education, medicine, depression, behavioral changes, teaching methods to media and feedback for services.

Education

Communication Studies in Mass Media

University of the Punjab - Lahore

March 2018 to Present

Skills

- Content writing (3 years)
- Creative writing (3 years)
- Voice acting (1 year)
- Translation
- Copywriting (2 years)
- Blog writer (2 years)
- Strategic Planning
- Poem and Story Writing
- Proof reading
- Search Engine Optimization
- Digital Marketing
- Microsoft Word
- Project Management
- Active Listening

- Risk Taking
- Public Speaking
- Adaptability

Links

<http://mahamamir.blogspot.com/>

https://www.instagram.com/mahams_wandering_mind/?hl=en

Awards

Appreciation Award

Winner of a content writing competition conducted by Team Youth Pakistan.

My paper made the SSRN top ten list!

July 2021

My paper, "What are internet memes and how they are used for different purposes?", was recently listed on SSRN's Top Ten download list for: CommRN: Information & Communication Technologies (Topic), CommRN: Visual Rhetoric (Topic), Communication & Technology eJournal and Visual Communication eJournal.

Certifications and Licenses

Certificate of Participation as Event Manager

November 2019 to Present

I managed a successful event at Punjab University along with my dedicated team.

Certificate of Participation as Event Organizer

October 2019 to Present

I, with my amazing teacher and AMCAP team, organized one day conference on Investigative Journalism and RTI law, which is right to information law formed during early 2000s but unfortunately, has started in practice only certain years ago. And even the majority of the civilians are unaware of there this right to know ant details about the governmental organizations, which they fund practically. Moreover, we discussed the current situation and how can journalism acknowledge people about there this right and how it can be used to overcome our domestic crisis.

Certificate of Attendance

January 2020 to Present

It was the two day conference on executive leadership, basically to highlight and aware people of all age and fields that leadership qualities are not only required in media but in all aspects of life. It was attended by Ajmal Jami, media person and anchor at Dunya News, Ms. Pasha and other distinguished guest and participants. Meanwhile, it focused on creating leadership qualities among youth and people of all age. Besides, highlighted which qualities actually make a person leader.

Certificate of Participation

5 Day Media mentorship program by Interactive Resource Centre

Certificate of Participation

3 day CVE workshop by IRC

Certificate of Achievement

Zenith Media

Certificate of Participation

ICS Mini Olympics 2020

Certificate of Achievement

2017

Seminar at Aspire Group of Colleges

Assessments

Search Engine Optimization — Proficient

November 2020

Interpreting online website performance metrics and understanding search engine optimization tactics

Full results: [Proficient](#)

Proofreading — Highly Proficient

November 2020

Finding and correcting errors in written texts

Full results: [Highly Proficient](#)

Management & Leadership Skills: Planning & Execution — Proficient

December 2020

Planning and managing resources to accomplish organizational goals

Full results: [Proficient](#)

Indeed Assessments provides skills tests that are not indicative of a license or certification, or continued development in any professional field.

Publications

What are Internet Memes and How They are Used for Different Purposes?

<https://ssrn.com/abstract=3874090>

July 2021

This paper explores that where memes are commonly viewed as non-harmful humorous visual content, they have also been used for many different purposes. It also discusses how they have become another means of expressing taboo feelings and build communities.

Additional Information

Languages: English and Urdu