

# MD. ASIF ANWAR

[Pen Name: Asif Anwar Alig]

Co-Founder & Editor-in-Chief, [www.seocontentindia.in](http://www.seocontentindia.in) | **SEO CONTENT INDIA**

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## ENTREPRENEURSHIP CAREER GOAL

To transform **SEO CONTENT INDIA** into an internationally recognized and dynamic globally focused organization that proves its mettle through strategically planned and competence services.

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## PROFESSIONAL EXPERIENCE

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### Print & Academic Media:

- Served the **Northern Border University (NBU)** ([www.nbu.edu.sa](http://www.nbu.edu.sa)), Ministry of Education in the Kingdom of Saudi Arabia as **Lecturer / Media Relations Specialist** in the capacity of an important team member of its Deanship of e-Learning & Distance Learning since May, 2013. My responsibilities included Content Quality Control, Press Release creation, Media Coordination for PR publication, Social Media Optimization, Content Creation and Editorial Supervision of all types of e-Learning Training Manuals, Newsletters & Brochure publications plus research manuscripts editing and proofreading.
- I served the **Prince Mohammad Bin Fahd University (PMU)** ([www.pmu.edu.sa](http://www.pmu.edu.sa)) in the Kingdom of Saudi Arabia, as its **Media Specialist** (from July 2010 to September 2012). My major and minor roles included preparing Press Releases in English besides involvement in many other Editorial roles—Editing Newsletters, Copy Editing & Proofreading research manuscripts, article writing, business communication, promotional writings & media planning to coordination with the MENA region Media Groups, as part of university's promotional campaigns.
- Before serving **PMU**, I was associated with India's premier business school, **Management Development Institute (MDI), Gurgaon** ([www.mdi.ac.in](http://www.mdi.ac.in)) as its **Editorial Coordinator** in the Deputy Administrative (DAO) Pay Scale. As a member of the journal editorial team there, I edited, proofread and administered the production of referred quarterly journal, **Vision—The Journal of Business Perspective**, from July 2007 – to June 2010.

### My Role as Editorial Coordinator

- Editing & proofreading articles/research papers.
- Coordination with the authors/reviewers for double-blind reviewing.
- Coordination with assistant editor, editor-in-chief, contributors, printer and subscription department.
- Planning, coordination, budgeting, promotional activities and international linkages.
- Coordination with the referrers, printer and total supervision in journal production.
- Assigning review of articles, book review assignments and management case diagnoses.

### Exposure in the Television/Electronic Media:

I have served the erstwhile Eenadu (ETV) Networks [now News18], a bouquet of 12 regional channels which are the sources of rich infotainment to the audiences in the language of their choice: ETV Telugu; ETV2; ETV Bangla; ETV Marathi; ETV Kannada; ETV Oriya; ETV Gujarati; ETV Urdu; ETV Uttar Pradesh; ETV Rajasthan; ETV Bihar and ETV Madhya Pradesh, from November 2001 till June 2007.

As **Programme Executive** in the ETV Network, I served its Corporate Headquarters at Hyderabad to the Branch Offices at Noida and Delhi. I gained extensive experience in conceiving, designing, researching, coordinating, directing, creative editing supervision, scripting supervision and budgeting daily and weekly television programmes for the network television channels.

### Key Programmes Handled:

- ⇒ Directed 600 episodes of a daily show on the promotion of *Urdu* language.
- ⇒ Conceived & designed 100 episodes of a programme on Religion & Interfaith.
- ⇒ Acted as a Panel Producer for the Live Programmes of ETV Network.
- ⇒ Directed 50 episodes of a song based programme on Indian cinema.

- ⇒ Researched and directed 300 episodes of a daily programme on women empowerment.
- ⇒ Executed a political weekly celebrity 'One on One' show namely *Guftgu*.
- ⇒ Executed a multi-set up current affairs programme namely '*Hamare Masa'il*.'
- ⇒ Produced a multi-segmented infotainment show on health & medication.

## PROFESSIONAL PROFILE

Technically & professionally competent editor; **Master of Journalism & Mass Communication (MJMC)** from **Aligarh Muslim University (AMU)**, INDIA, with over 18 years of extensive professional multi-functional media experience with an indomitable urge to learn and apply.

- ⇒ Abreast with the latest trends and developments of the field with thorough knowledge of editorial and creative applications for unique content development techniques.
- ⇒ Proven competencies in shaping the contents of news/articles/stories etc., to fit in the quality parameters of web portal/magazines/journals/newspapers.
- ⇒ Established professional credibility as a creative editor with an out of the box thinking aptitude for innovation.
- ⇒ Keen sense of the **print/online/electronic media**, matured outlook on coverages, analysis and robustness of writing with an intuitive talent for connecting with the target audiences.
- ⇒ Skilled at ushering into a readers' sphere of experience for articles or contents thorough in research, comprehensive in the treatment, multi-dimensional in viewpoint and refined in analytical values. Articulate and assertive with the well-honed written and verbal communication skills.
- ⇒ Effective communicator with strong analytical, problem solving & organizational abilities.

### Core Competencies:

↳ Writing/Editing ↳ Content Quality Management ↳ Articulate & Assertive ↳ Imaginative / Creative ↳

## EDUCATION & PROFESSIONAL CREDENTIALS

### CONTINUING / EXECUTIVE EDUCATION

**Management Development Programme (MDP) on "Collective March Towards Excellence," June 8 – 13, 2009**, Management Development Institute, Gurgaon (INDIA)

**Management Development Programme on "Development Intervention for Organizational Effectiveness for MDI Officers," January 2 – 10, 2009**, Management Development Institute, Gurgaon (INDIA)

### PROFESSIONAL EDUCATION

**MASTER OF JOURNALISM & MASS COMMUNICATION (MJMC) - 2001**

Aligarh Muslim University, Aligarh (INDIA)

**BACHELOR OF ARTS (English Literature & Language) - 1998**

Aligarh Muslim University, Aligarh (INDIA)

**CLASS 12<sup>th</sup> (Intermediate in Science) - 1994**

Bihar Intermediate Education Council, Patna (INDIA)

**CLASS 10<sup>th</sup> (Matriculation) - 1992**

Bihar School Education Board, Patna (INDIA)

**COMPUTER SKILL:** MSWord, Excel, Quark Express and Internet Usage et al.

### AUTHORSHIP

- Co-wrote a textbook entitled **An Introduction to E-Learning** for e-Learning education system programmes. [[https://www.amazon.com/gp/product/1544739850/ref=ox\\_sc\\_act\\_title\\_1?smid=ATVPDKIKX0DER&psc=1](https://www.amazon.com/gp/product/1544739850/ref=ox_sc_act_title_1?smid=ATVPDKIKX0DER&psc=1)]
- Authoring my solo book—a collection of my write-ups since nearly 2 decades.

### ENTREPRENEURSHIP

- Co-founded the digital Content Marketing & Search Engine Optimization (SEO) Company named **SEO CONTENT INDIA** [[www.seocontentindia.in](http://www.seocontentindia.in)] in the year 2015, which is running successfully.

### COLUMNS IN NEWSPAPERS

Since 2001, I have been contributing articles for the Indian and International Newspapers/Magazines/Websites. I review books, films and special reports on Art & Culture, political articles, features and also continue ghost writing.

- ⇒ **Ceylon Today**, popular daily published from Colombo (Sri Lanka).

- ⇒ **The Friday Times**, political weekly published from Lahore (Pakistan).
- ⇒ **The News International**, popular daily published from Lahore (Pakistan).
- ⇒ **MetroNow**, [now closed] joint venture of *HT Media Limited* & *The Times of India*, New Delhi (India).
- ⇒ **The Pioneer**, multi-edition daily published from Delhi and other states of India.
- ⇒ **Daily Excelsior**, Jammu & Kashmir's second largest daily published from Jammu (India).
- ⇒ **The Kashmir Times**, Jammu & Kashmir's reputed daily published from Jammu (India).
- ⇒ **Katmandu Post**, South Asia's renowned daily published from Katmandu (Nepal).
- ⇒ **Daily Dawn**, renowned daily published from Karachi (Pakistan).

#### **COLUMNS IN WEBSITES:**

- ⇒ **IslamOnline.Net**, [now defunct], International web magazine headquartered at Doha (Qatar).
- ⇒ **Asian Tribune**, Sweden based online daily newspaper
- ⇒ **Chowk.Com**, [now defunct] web magazine sharing the ideas of writers' worldwide, Mumbai (India).
- ⇒ **Kitaab.Org**, web portal on Asian literature & media, Singapore.
- ⇒ **Bihartimes.com**, web magazine headquartered at Patna (India).
- ⇒ **Maeeshat.in**, web magazine headquartered at Mumbai (India).

#### **COLUMNS IN PERIODICALS & MAGAZINES:**

- ⇒ **Himal Southasian**, monthly international magazine started from Kathmandu (Nepal) has got new home in Sri Lanka.
- ⇒ **Communalism Combat**, monthly magazine published from Mumbai (India).
- ⇒ **Eastern Crescent**, monthly magazine published from Mumbai (India).
- ⇒ **Radiance Views-weekly** published from New Delhi (India).
- ⇒ **Islamic Voice**, renowned monthly newspaper published from Bangalore (India).
- ⇒ **The Milli Gazette**, fastest growing fortnightly published from New Delhi (India).
- ⇒ **Meantime**, [now defunct], monthly magazine used to publish from Bangalore & Cochi (India).
- ⇒ **Nation & The World**, [now defunct], fortnightly magazine published from New Delhi (India)

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**Date of Birth:** 2<sup>nd</sup> January'1978; **Language Proficiency:** English, Hindi, Urdu, Persian & Arabic;  
**Passport No:** K9574878; **Reference:** Available on request; **Nearest Airport:** Bagdogra Airport (IXB)

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#### **Web-links of select few published works:**

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- <http://www.thefridaytimes.com/tft/strictly-personal/>
  - <http://www.thefridaytimes.com/tft/secular-indian-or-obfuscated-muslim/>
  - <http://www.thefridaytimes.com/tft/the-lahore-connection/>
  - <http://www.evancarmichael.com/SEO/8978/summary.php>
  - <http://www.thehansindia.com/posts/index/Hans/2014-10-25/Sahir-Ludhianvi-Doyen-of-Progressive-Urdu-Poetry/113097>
  - <https://www.1websdirectory.com/blog/6-tips-to-make-your-travel-writing-truly-stimulating>
  - <http://www.bi-me.com/main.php?id=50575&t=1>
  - <http://radianceweekly.in/portal/issue/serving-the-humanity-since-1963/article/mature-observation-and-assessment-of-indian-polity/>
  - <http://radianceweekly.in/portal/issue/hell-on-earth-the-eastern-ghouta-cataclysm/article/communal-flames-under-literary-prism/>
  - <http://radianceweekly.in/portal/issue/serving-the-humanity-since-1963/article/portraying-beleaguered-kashmir/>
  - <http://www.maeeshat.in/2013/10/uprisings-and-menas-economic-scene/>
  - <http://www.milligazette.com/Archives/2003/01-15Dec03-Print-Edition/0112200393.htm>
  - <http://www.milligazette.com/Archives/2004/01-15Oct04-Print-Edition/011510200452.htm>
  - <http://islamicvoice.com/November2006/BookReview/>
  - <http://islamicvoice.com/February2007/MetroMail/>
  - [http://fecomunity.ning.com/profiles/blogs/sec-substation-welcomes-pmu-electrical-engineering-students-for?xg\\_source=msg\\_appr\\_blogpost](http://fecomunity.ning.com/profiles/blogs/sec-substation-welcomes-pmu-electrical-engineering-students-for?xg_source=msg_appr_blogpost)
  - <http://www.albawaba.com/business/pr/sec-pmu-electrical-engineering-423289>
  - [http://www.aspectediplomatic.ro/index.php?option=com\\_content&view=article&id=4314:sec-substation-welcomes-pmu-electrical-engineering-students-for-field-training-&catid=42:rokstories](http://www.aspectediplomatic.ro/index.php?option=com_content&view=article&id=4314:sec-substation-welcomes-pmu-electrical-engineering-students-for-field-training-&catid=42:rokstories)
  - <http://www.albawaba.com/business/pr/kpmg-pmu-424284>
  - <http://www.albawaba.com/business/pr/pmu-seminar-425037>
  - <http://www.eurasiareview.com/15052012-saudi-arabias-pmu-seminar-foresees-future-technology/>
  - <http://www.bday.net/pmu-seminar-foresees-future-technology/>
  - <http://www.bday.net/kpmg-offers-professional-training-to-pmu-team/>
  - <http://www.bday.net/pmu-organizes-workshop-on-managing-examination-anxieties/>
  - <http://www.albawaba.com/business/pr/pmu-workshop-426635>
  - <http://www.albawaba.com/business/pr/pmu-career-day-427297>
  - <http://www.albawaba.com/business/pr/pmu-curtin-university-427468>
  - <http://www.albawaba.com/business/pr/pmu-canadian-chemistry-428053>
  - <http://www.arabnews.com/?q=pmu-takes-part-career-day-exhibition-us>
  - [http://aspectediplomatic.ro/index.php?option=com\\_content&view=article&id=4461:pmu-faculty-reveals-saudi-arabian-vegetable-consumption-complications-in-the-95th-canadian-chemistry-conference&catid=42:rokstories](http://aspectediplomatic.ro/index.php?option=com_content&view=article&id=4461:pmu-faculty-reveals-saudi-arabian-vegetable-consumption-complications-in-the-95th-canadian-chemistry-conference&catid=42:rokstories)
  - <http://www.eurasiareview.com/05062012-ucf-delegation-eyes-joint-collaboration-with-saudi-arabias-pmu/>
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- <http://www.albawaba.com/business/pr/pmu-ucf-428432>
  - <http://www.bday.net/ksa-is-another-emerging-knowledge-hub-thomas-williams/>
  - [http://aspectediplomatice.ro/index.php?option=com\\_content&view=article&id=4472:ksa-is-another-emerging-knowledge-hub-thomas-williams&catid=28:current-users&Itemid=61](http://aspectediplomatice.ro/index.php?option=com_content&view=article&id=4472:ksa-is-another-emerging-knowledge-hub-thomas-williams&catid=28:current-users&Itemid=61)
  - <http://www.albawaba.com/business/pr/pmu-uab-mou-428999>
  - <http://www.bday.net/pmu-and-uab-sign-mou-for-academic-cooperation/>
  - <http://www.arabnews.com/pmu-collaborate-florida-varsity>
  - <https://sabrangindia.in/article/losing-my-identity>
  - <http://www.milligazette.com/news/12648-tribute-to-purnias-urdu-poets>
  - <https://kitaab.org/2015/02/25/review-urdu-poetrys-seamless-journey/>
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