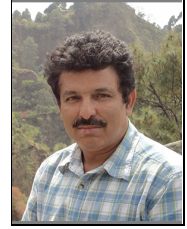

Syed Miraj Faredie

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Professional Profile

An organized, Compassionate, Honest, Responsive, Adaptable professional.

25 years of domestic and international exposure in the traditional and digital landscape, content development, content marketing, brand promotion, brand marketing, email marketing with an excellent track record.

Passion

Motorsports, Reading, Writing, Beautiful Houses, Luxury Carpets, Premium Cars, and help educate poor children in my individual capacity.

Turnaround

Conceived and implemented a new and innovative idea of transforming free-flowing art into luxury silk carpets in 2012.

The storyline:

In 2011, I was mandated to research and case study teenagers with tendencies to commit suicide. This led me to interview many people and eventually the study inked 3600 pages. During the course of my study, I met a Western female artist who showed me her paintings. She had taken hundreds of images of her artwork. I could feel some of her art communicating with me. I could read the essence and significance without her describing even a word.

I was so moved that I suggested that the art be transformed and preserved forever. During my interaction with some artisans in Kashmir, Jaipur, Varanasi and Panipat in India, I was inspired by carpet weaving. I fell in love with the art of weaving.

I am essentially a brand marketing man and a content writer as well as an author. The art by the Western woman was compelling. I suggested making carpets using her free-flowing artwork as a new design element replacing the traditional designs. The purpose was to preserve her beautiful artwork. This would also appeal to a larger audience to buy amazing carpets woven in some parts of India.

I found that only Kashmiri carpet weavers could make it possible with some upskilling. I chose only master artisans who could weave 40x40 knots per square inch carpets in up to 15 colours. The challenge however was to weave min 24x24 knots per square inch carpets in 32 colours. Kashmiri carpet weavers use a primitive but specific language to describe colours and knots to form a design

pattern. The symbols representing the colours were only 15. I took the help of some experts and used my professional ability to develop additional symbols. I selected 150 artisans and trained them to weave carpets without the use of traditional designs. Thus the first set of carpets of size 4x6 feet, in 32 colours using free-flowing art became a reality. The carpets were put on in various exhibitions across the globe. The buyers were so impressed that most of them decided to buy them at the first glance. An experiment became a success story. The company was named Firesun carpets and later renamed Dena Lawrence Rugs. <https://www.denalawrencerugs.com.au/> My content is evident on the website. I worked with Firesun carpets, part of Firesun Port for 9 years. I would have continued my job but it was the pandemic that caused a serious setback. I am still being requested to write UX content and blogs by the owner of Dena Lawrence Rugs. The following latest piece is expected to be up on the website soon:

"Art by Dena that changes the heart

Ambience can affect mood. the colours, light shades, textures and placement that speak directly to your mind and heart.

It takes incredible aesthetic sense, knowledge of human psychology and remarkable experience of interacting with thousands of people for more than two decades, across the globe to inspire and innovate. The result is a transformation of art that appeals to minds and hearts. The art that changes moods. The designs and colours settle perfectly in all regions, seasons, races, ages, and genders. Dena's art intrudes through your eyes into the mind and heart to pacify and resolve the conflicts, to uplift your mood to the occasion. A look at Dena Lawrence's brand of rugs is like listening to a tune by your favourite Maestro, a glance at your favourite car, feeling the imposing presence of your incredibly beautiful house. Thus the heart rules over the mind.

Dena Lawrence collaborates with the finest artisans in Kashmir to translate the expansive sense of freedom captured in her spontaneous expressionist paintings—inspired by the wild nature. Exquisitely crafted only by master weavers, these statement pieces have bright intensity balanced by the tactile depth and luxurious lustre, achieved by using only the finest natural materials.

Dena Lawrence's handmade rugs have been exhibited in art galleries and art fairs in Asia and Australia. She has received multiple nominations as a finalist in the prestigious Carpet Design Awards at Domotex."

I have excellent relationships with all my former colleagues. I am being offered to rejoin and look after the digital marketing and content management portfolios. However, I am not keen to go back to Australia.

Places of Posting

Pan India (All Metros), and Australia

Highlights

- Authored (ghostwritten) 17 books, 34 eBooks
- Introduced Innovative ideas in Content dev, Mktg, and Brand building
- Excellent track record in UX Content writing marketing, branding
- International Communication
- Content and copywriting
- Innovative ideas, email marketing and content marketing
- International recognition and rewards
- In-house training, upskilling
- Brand building and management
- Website audit
- Scriptwriting and screenplay

Key strategic responsibilities

- ❖ Content writing/ Technical writing
- ❖ Content Management
- ❖ Content marketing
- ❖ Copywriting
- ❖ Book writing
- ❖ Blogging
- ❖ Creative web content
- ❖ Branding
- ❖ Event management

- Content Marketing :

Planning, development, and implementation of integrated content marketing strategy to raise the profile of the company across the markets. Influence the achievement of growth targets through both traditional and new communication channels.

- Digital Content :

Development and implementation of a digital strategy in line with the overall Company policies and marketing strategy. Creation of web content for the website, ensuring its relevance, accuracy, and impact on customers, partners, and employees. Development of SEO-friendly content.

- Social Media:

Engagement on a geo-specific (local) and global level.

- Marketing:

Market research, market planning and strategies, SWOT analysis, Email Marketing, Content Marketing, Brand Marketing, SM Marketing. Offline/ online advertising, Sales proposals and presentations, social media activity at the local level, Pitch decks.

- Internal Communication :

Research and implementation tools and channels to engage the employees to enable the achievement of our collective business goals. Drive effective internal communication that delivers higher-quality stakeholder collaboration across the organization.

- Brand analytics, marketing and brand building

- Ability to add value to our audience by converting sophisticated and boring topics into interesting content.

- Keep the brand identity, tone and voice consistent across our communication. Ensure brand visibility through channel partners

SKILLS

Soft Skills

- Brand Analytics
- Motivation and excellent communication skills
- Time Management
- Research, training, and upskilling
- SWOT analysis
- Belief in a Simple solution to a complex issue
- Creative content writing
- Adobe Photoshop, CorelDraw, MS Office Suite

Hard Skills

- A quick grasp of product knowledge
- Aggressive strategic approach
- Conflict Management
- Meticulous Business communication
- Event Management and trade fair presentations
- Innovative ideas
- Data-driven functioning

Traits

- Adaptability
- Upskilling and training
- Product passion
- Social responsibility
- Compassionate empathy and relationship development
- Focussed.

EXPERIENCE (Domestic and International exposure) 25 years

Moser Baer (AG) Swiss Ltd, - Kolkata 1996
Management Information System Executive Upto 1999
Manager Branding and Advertising Upto 2007

Earth Infrastructure Ltd, New Delhi – 2008-2012

AVP Content management and branding

Responsibilities: Branding, advertising (digital marketing)


Commercial and residential properties in Greater Noida and Gurgaon.

Firesun Port Inc, W. Australia April 2012 - December 2020


Sr Management Position

- Content Management
- Content Writing
- Blogging, E-Books
- Market research, Global branding consultants
- Project profiling, reports, and feasibility


Due to the job setback as a result of the pandemic, I worked as a freelancer on truelancer.com, Upwork.com, Guru.com and Peppercontent.com. Some reviews:




★★★★★ Research & Survey
the delivered work was great! Worth a 5-star rating.... :)
By Rosie on 06 Sep, 2021 < Share Feedback with your network




★★★★★ Articles & Blogs
Nice content writer... Matured in writing skills & knowledge., will deliver timely. That is a great advantage. Working with a second time.
By Devendra on 15 Aug, 2021 < Share Feedback with your network




★★★★★ Editing & Proofreading
I engaged Freddie for a content writing assignment and found his skills very useful. He brings in sea of knowledge and competency. I recommend his workmanship and professionalism.
By Vivek on 06 Aug, 2021 < Share Feedback with your network




★★★★★ Articles & Blogs
Good content writer... He delivered our project at earliest as we were expected. Great skills... Looking to work with him again.
By Devendra on 22 Jul, 2021 < Share Feedback with your network



★★★★★ Screen & Script Writing
it was great working with Freddie. Very responsive and skillfull
By Ramya on 06 Jul, 2021 < Share Feedback with your network



★★★★★ Articles & Blogs
Nice work
By Mee on 17 May, 2021 < Share Feedback with your network



★★★★★ Articles & Blogs
Freddie is just amazing with his words... He do wonders with his writing... Looking forward to work with him in future also... :)
By Asif on 02 Mar, 2022 < Share Feedback with your network

S K Minerals Tech Pvt Ltd, Mohali, Punjab, India January 2021 March 2022

Eximanything Ecart Pvt Ltd (startup of SK Minerals Pvt Ltd)

Manager Marketing/ Branding, Sr Content Writer

- Brand building
- Content Management
- Email, Content, Video, SM Marketing
- Blogging, E-Books
- Market research, GLobal branding EXIM

Reason for leaving....The group relocated to Khanna near Ludhiana on the 1st. I am still expected to relocate to Khanna which is not possible for me.

CTC SK Minerals Pvt Ltd / Eximananything Ecart Pvt Ltd 45,000 + 30,000 per month. Total per month 75,000

EDUCATION

MBA (Marketing) 1995

D.O.B. November 5, 1969, Calcutta

AWARDS

Awarded for a Case study of suicidal tendencies in teens by HE Governor N N Vohra and Bishop of North India

Awarded for excellence in social service by DG Police.

Awarded for my first published book, The Age Misunderstood.

SPORTS ACTIVITIES

Bike and car rally driving at the professional level as team Subaru, Ford, Mitsubishi, and Suzuki.

12000 km solo bike riding from Kolkata to the highest motorable road in the world via Indian coastline, Sand Dunes of Rajasthan, Punjab and Jammu and Kashmir to Khardungla and Turtuk.

5000 km solo bike riding from Kolkata to Leh and back for the Guinness Book.

Conceived and organized the first-ever T20 cricket tournament for 30 plus political leaders against 11 teams of Paramilitary, Police, Advocates, Engineers, Corporates, etc.

SOCIAL ACTIVITIES

I used to visit remote villages to help underprivileged children to study up to a professional level. Some of the educational institutions with a boarding facility would support by giving free admissions and free hostel facilities to most needy students.

Favourite quote

“Genius is to find a simple solution to a complex problem.”

Languages:

English (native)	Expert
Bengali	Proficient
Urdu	Proficient
Hindi	Proficient

Member Federation of International Automobiles.

Member AAEL

Member Motorsports club of India

Professional rally driver:

Team Suzuki, Yamaha, Kawasaki.....Bikes

Team Subaru, Ford, Mitsubishi.....Cars

Blogger, technical writer, article and content writer on the following subjects:

1. Automobiles, Motorsports
2. Handmade Rugs
3. Home decor
4. Real Estate business
5. Lifestyle
6. AI, ML, DS, IT
7. De Fi, Cryptocurrency, NFT,
8. Adventure tours
9. Marketing
10. Young adults
11. Parenting
12. Teen life
13. Healthcare
14. Spiritualism
15. Indian traditions

Other links:

[linkedin.com/in/syed-mirage-faredie-94b2ab236](https://www.linkedin.com/in/syed-mirage-faredie-94b2ab236)

<https://www.denalawrencerugs.com.au/>

<https://eximanything.com/>

<https://eximanything.com/blog>

<http://skminerals.net/>

<https://www.beyoungbrands.com/>

<https://www.swifttrans.com/>

<https://www.netsolutions.com/insights/how-vpn-works-for-work-from-home/>

<https://www.netsolutions.com/insights/remote-working-is-future-of-how-we-work/>
<https://www.netsolutions.com/insights/how-to-measure-productivity-when-working-from-home/>
<https://docs.google.com/document/d/1pySq6o5elxot5ABW7KT2qGjNLrOaow37S47Fhmpo08E/edit?usp=sharing>
<https://docs.google.com/document/d/1KKb4lfQQtL0E7cXji2mEpGi8Q9hfKtq1AWuml7DrBA0/edit?usp=sharing>
<https://docs.google.com/document/d/1ZOuWD9fpWeq-4URKks5Y9XvazxwbCP0rIQxUpjXY9uY/edit?usp=sharing>

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