

Um-e-Aiman Lari

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SUMMARY

Dynamic Executive with extensive expertise in managing social media marketing blogs, leveraging skills in digital and content marketing to enhance brand visibility. Mastered client handling and account management, delivering tailored marketing solutions and robust social media strategies. Seeking to drive impactful marketing initiatives through a combination of innovative content creation and strategic social media engagement.

EXPERIENCE

Content Writer

FREELANCER

January 2017-Present

- Developed engaging and compelling content for various platforms, including websites, blogs, social media, and marketing materials, effectively capturing the target audience's attention and promoting brand awareness.
- Conducted thorough research on assigned topics, ensuring accurate and up-to-date information, and incorporating relevant keywords for search engine optimization(SEO) purposes.
- Produced high-quality, original content tailored to specific target audiences, adhering to brand guidelines and maintaining consistent tone and style.
- Collaborated with clients and stakeholders to understand their content needs, goals, and target audience, delivering customized content solutions that effectively communicated their messages and achieved desired outcomes.
- Edited and proofread content for grammar, punctuation, and style consistency, ensuring error-free and polished final deliverables.
- Managed content calendars, organizing and prioritizing content creation and publication schedules to meet deadlines and maintain a consistent content flow.
- Stayed abreast of industry trends, emerging technologies, and content marketing strategies, incorporating relevant insights into content creation to optimize engagement and drive results.
- Utilized content analytics tools to track and analyze content performance, identifying opportunities for improvement and implementing data-driven optimizations to maximize reach and engagement.
- Collaborated with cross-functional teams, including designers, marketers, and subject matter experts, to ensure cohesive and integrated content strategies and campaigns.
- Maintained strong communication with clients, providing regular updates, addressing feedback, and delivering high-quality content that exceeded expectations.

Social Media Marketer

FREELANCER

- Developed and implemented comprehensive social media strategies for clients across various platforms, including Facebook, Instagram, Twitter, and LinkedIn, to drive brand awareness, engagement, and conversions.
- Conducted thorough market research and competitor analysis to identify target audiences, industry trends, and content opportunities, ensuring effective targeting and positioning of client brands.
- Created and curated engaging and shareable content, including text, images, videos, and infographics, that aligned with client brand guidelines and resonated with the target audience.
- Managed social media accounts, including content scheduling, community management, and audience engagement, responding to comments, messages, and inquiries in a timely and professional manner.
- Developed and executed paid social media advertising campaigns, leveraging platforms like Facebook Ads Manager and Twitter Ads, to expand reach, drive web traffic, and generate leads or conversions.
- Implemented influencer marketing initiatives, identifying and collaborating with relevant influencers and industry thought leaders to amplify brand reach and credibility.
- Stayed up to date with the latest social media trends, algorithm changes, and emerging platforms, ensuring clients were at the forefront of industry best practices.
- Collaborated with cross-functional teams, including graphic designers, copywriters, and marketing managers, to align social media efforts with overall marketing campaigns and objectives.
- Provided regular reports and presentations to clients, summarizing campaign performance, highlighting key insights, and recommending actionable strategies for continuous improvement.

Transcriber

FREELANCER

- Provided accurate and timely transcription services for various audio and video files, ensuring high-quality transcriptions that met client requirements.

- Utilized excellent listening and comprehension skills to transcribe spoken words into written format, capturing details, nuances, and multiple speakers accurately.
- Familiarized myself with diverse industries and subject matters to transcribe content effectively, maintaining technical terminology and industry-specific jargon.
- Demonstrated proficiency in using transcription software and tools, efficiently transcribing audio files while adhering to formatting guidelines and client specifications.
- Maintained strict confidentiality and data security protocols when handling sensitive or confidential information during transcription projects.
- Met tight deadlines and managed time effectively, organizing workload and prioritizing assignments to deliver transcriptions promptly without compromising quality.
- Conducted research when necessary to ensure accuracy and clarify any unclear or ambiguous content during the transcription process.
- Reviewed and proofread transcriptions for grammar, punctuation, and formatting errors, ensuring the final document was error-free and ready for client use.
- Collaborated with clients and project managers to clarify expectations, address queries, and provide updates on the progress of transcription projects.
- Demonstrated excellent attention to detail, actively listening for nuances, accents, and background noises to produce highly accurate transcriptions.
- Adapted to different audio quality levels and accents, employing active listening and problem-solving skills to overcome challenges and deliver high-quality transcriptions.

Graphic Designing

FREELANCER

- Designed impactful logos that captured clients' brand identities, incorporating elements such as typography, colors, and symbols to create visually appealing and memorable logos.
- Created eye-catching banners and ads for social media platforms, utilizing compelling visuals and persuasive copy to attract the target audience, increase click-through rates, and drive conversions.
- Developed visually appealing posters for various purposes, such as events, promotions, or informational campaigns, effectively conveying key messages and capturing attention.
- Crafted engaging blog posts with captivating captions, combining informative and entertaining content to attract readers and encourage social media shares and engagement.
- Incorporated relevant keywords and search engine optimization (SEO) techniques into blog posts to improve visibility and search engine rankings.
- Collaborated with clients to understand their brand identity, target audience, and campaign objectives, ensuring that designs and captions aligned with their specific goals and brand guidelines.
- Utilized graphic design software and tools to create visually appealing and professional designs, adhering to industry standards and best practices.
- Stayed updated with the latest design trends and social media platforms' specifications to create designs optimized for various channels and devices.
- Reviewed and revised designs and captions based on client feedback, ensuring client satisfaction and meeting project requirements.
- Managed multiple projects simultaneously, organizing workload and prioritizing tasks to meet deadlines and deliver high-quality designs and captivating captions.

Translator

FREELANCER

- Provided professional translation services, accurately translating written content from one language to another, maintaining the intended meaning, tone, and style.

Academic Writer

FREELANCER

- Specialized in academic writing, producing high-quality research papers, essays, and reports on various subjects, adhering to academic standards and referencing styles.
- Conducted comprehensive research on assigned topics, gathering relevant information from credible sources to support arguments and provide well-rounded academic content.
- Demonstrated proficiency in language skills, ensuring clarity, coherence, and proper grammar usage in academic writing assignments.
- Collaborated with clients and subject matter experts to understand project requirements, guidelines, and desired outcomes, delivering tailored academic writing solutions that met their specific needs.
- Edited and proofread academic documents for structure, grammar, and formatting, ensuring polished and error-free final deliverables.
- Maintained strict adherence to deadlines, effectively managing time and workload to deliver projects on time without compromising quality.
- Utilized strong analytical and critical thinking skills to provide insightful and well-reasoned arguments in academic writing assignments.
- Developed strong communication skills to effectively convey complex ideas and concepts in a clear and concise manner in academic writing.
- Incorporated proper citation and referencing techniques, following established academic style guides (e.g., APA, MLA) to ensure accurate and consistent citations in academic writing projects.

Content writer

FREELANCE

November 2016–December 2018, Karachi, Pakistan

Social media marketing blogs

FREELANCE

November 2016–December 2018, Karachi, Pakistan

Academic writer

FREELANCE

November 2016–December 2018, Karachi, Pakistan

Registration & Examination officer

PAF- KIET

January 2019–January 2020, Karachi Pakistan

- Maintaining and keeping all records of the institution
- Maintaining all records of student.
- Ensuring and maintaining strict secrecy of information regarding the institution and Examination.
- Issuance of Degree and Transcript.
- Verification of documents.
- Issuance of certificates.
- Updating Graduate Directory.
- Clearance procedure of faculty and Students.
- To keep Payment record and documentation of visiting faculties.
- Maintaining all exam records of students.
- Maintaining and keeping all records file of students.
- Maintaining and keeping all record of legal documents.
- To present all examination procedures and policies of examination to HEC.
- Verification of Degrees and Transcripts.

Internee, Marketing and Promotions

Habib Oil Mills

02nd March 2017 – 31st March 2017, Karachi, Pakistan

- Assisted the marcom team in planning and development of various activities
- Conducted mystery shopper visits evaluate retail market presence and propose recommendations on in-store placements.

PROJECT

Thesis - Effects of Brand Name structure on Brand Extension in F&B Industry

Financial analysis of NAFA Funds

Marketing Plan analysis on Jansen pharmaceutical

Impact of FMCG Advertising

ERP system review of ARY News

Case study of Volkswagen re-branding

Analysis of Marketing and Advertising Plan of Agha Khan University Hospital

Survey analysis of HR practices of management at Gul Ahmed Textiles

Research on impact of brand extension on parent brand image in the dairy category

Analyzing the impact of advertising appeals on consumer behavior

Budgeting analysis of different organization in cost management

EDUCATION

Masters of Business Administration, Major: Marketing

PAF KIET • Karachi, Pakistan • August 2012 - April 2017 • 3.3

• Electives: Brand Management, Industrial Marketing, Advertising, Consumer Behavior, Organizational Behavior.

Bachelor of Commerce (Banking and Finance)

University of Karachi • Karachi, Pakistan • January 2009 – July 2011

Intermediate (Commerce)

Sir Syed College • Karachi, Pakistan • August 2006– July 2008

Matriculation (Computer Science)

CERTIFICATIONS

Neil Patel's Advanced Marketing Program

SEO Training

Digital Marketing Associate Program

Lead Generation Strategies

Google Analytics

SEO basics and optimize your website

Digital Marketer(Digi skills)

Freelancer(Digiskills)

AWARDS & HONORS

Best poster presentation award for financial accounting, principles of management and business & labor laws
PAF KIET

SKILLS

Content Writing, Article Writing, Blog Posting, Academic Writing

Social Media Marketing, Market Research, Branding

Transcriptio, Transcription Software

Graphic Design

SEO, Google Analytics, Digital Marketing, Lead Generation

Urdu, English
