

Anam Shahid Qazi



• anamshahid10@gmail.com

EDUCATION

Bachelor of Arts: Lawrence University, Appleton, WI, USA, June 2013

Major: Studio Art, **Minor:** Theatre Arts, **Concentration:** Film Studies

GPA: 3.78

Awards: Deans' List 2009-10, Deans' List 2010-11, Deans' List 2011-12, Deans' List 2012-13

RELATED EXPERIENCE

January 2021- Present **Freelancer**

- *The Sui* (July-Present):
-Brand/Operation Manager, responsible for building and maintaining a strong brand presence.
- *Ultimo* (Sept, 2021):
- Develop product descriptions for an ecommerce website selling a variety of Jackets in Canada
- *Axecorp Technologies* (July, 2021):
-Develop website content for a 360 Creative Digital Agency based in Karachi, Pakistan
- *Entre Pod*, Upwork (Jan, 2021):
- Develop website content for an international client who wished to promote her "One-Stop Mobile Trailer" that could be rented out as space by emerging entrepreneurs
- Propose out-of-the-box blog topics and develop relevant content for website and weekly mails

Sept 2017- April 2018 **Creative Manager, Media Idee**

- Oversee and manage the creative process and give guidance to the creative team
- Develop strategies and create a vision for clients to support strategic growth of brands



- Developing and presenting strategic marketing campaigns to clients in form of Microsoft PowerPoint or Keynote

April – Dec 2016 **Digital Product Manager**, *Your Media Solutions*

- Collaborate with COO on best practices and content development, digital media and advertising initiatives for each individual brand.
- Create, implement, and manage a full social media strategy for clients; Content writing & Visual asset development for social media pages.
- Develop digital strategies to support strategic growth of brands

Oct 2015- April 2016 **Marketing and Communications Manager**, *Talent Eye*

- Responsible for developing and managing presence of our brand and talent on all social media platforms
- Organizing and conducting BTL activities (i.e. Talent Hunt Campus drives)
- Supervising Web Portal Design and responsible for its content development
- Building and maintaining external communications and relations with potential clients and the industry

Sept, 2014- Mar, 2015 **Social Media Manager**, *Happa Studios*

- Researching and creating an effective proposal/ strategy for potential client in liaison with the business development team / client brief
- Creating monthly plans following the strategy approved by client
- Coordinating with the design team to create page feed posts as per approved plan to ensure all posts are scheduled on time
- Managing Facebook pages and responding to queries
- Organizing & managing client photo shoots

April- Sept 2014 **Communications Executive**, *Bulleh Shah Packaging*

- Responsible for managing Internal Communications of the Company
- Developing and maintaining the Intranet
- Event Management



- Photographer for Company's events

SKILLS & INTERESTS

Languages: English (fluent), Urdu (native)

Technical Skills: WordPress, Power BI, Adobe Photoshop, Adobe InDesign, Adobe Illustrator, Microsoft Office

Interests: Content Writing, Social Media, Web Design, Data Visualization