
MISHA ABID

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Objective:

Dedicated and results-oriented professional with a strong background in content writing, academic writing, and marketing. Seeking a challenging role where I can leverage my skills in project management, marketing, and communication to drive organizational success.

Experience:

Freelancer, Content Writer, Academic Writer *April 2017 to Present*

- Senior content writer, creative team supervisor, HR associate, Amazon listing copy writer, and editor for Razab Inc., USA
- Content writer, and editor for Serpatrix.
- Content writer Senotrix.
- Content editor at DigiKrpton
- Produced high-quality content and academic papers for clients in the UK, USA, and Australia.
- Demonstrated exceptional research and writing skills, consistently meeting client requirements and deadlines.
- Managed various assignments, courses, and projects independently, showcasing adaptability and a strong work ethic.

Assistant Merchandiser at Textile Buying House *July 2014 to July 2016*

- Assisted in merchandising operations, contributing to the efficient functioning of the organization.
- Collaborated with cross-functional teams to ensure timely product deliveries.
- Gained valuable experience in merchandising and supply chain management.

Content/Article Writer and Blogger *2017*

- Authored engaging articles and blog posts for websites, enhancing online presence and reader engagement.
- Demonstrated proficiency in crafting content tailored to different audiences and niches.

Internship at National Bank of Pakistan Main Branch, Lahore *2011*

- Acquired insights into the core activities and operations of a major financial institution.
- Demonstrated the ability to adapt and learn quickly in a professional setting.

Softec Volunteer (KIDS CORNER & IDEAS EXTREME) 2011, 2012

- Volunteered for Softec, contributing to the success of KIDS CORNER and IDEAS EXTREME events.
- Demonstrated strong organizational and teamwork skills.

Education:

National University of Computer & Emerging Sciences (FAST-NU), Lahore *Master of Business Administration (MBA) December 2013*

- Major: Marketing
- Relevant Courses: Social Media Marketing, Advertising, Segmentation and Positioning, Branding Strategy

National University of Computer & Emerging Sciences (Fast-Nu), Lahore *Bachelor of Business Administration (BBA) July 2012*

- Major: Marketing
- Relevant Courses: International Marketing, Brand Management, Integrated Marketing Communication, Sales Management

Previous education

- Faculty of Science - Pre-Engineering
- Matriculation (Science)

Projects:

Final Year Project MBA *Spring 2013, Fall 2013*

- Conducted empirical research linking organizational strategies with organizational structure, organizational learning, and innovation, impacting firm performance.

Final Year Project BBA *Fall 2011, Spring 2012*

- Developed a business plan for launching MeriTaleem.com.

Brand Audit of Mobilink *Fall 2013*

- Conducted a quantitative research project assessing Mobilink's current position in the market.

QARSHI PVT. LTD *Fall 2012*

- Conducted qualitative research on the training department of Qarshi Pvt. Ltd.

Social Media Marketing *Fall 2012*

- Managed Shahida's Facebook page, increasing its reach and engagement over twenty days.

Advertising

- Designed and proposed an advertising campaign for Nurpur's Chai Mix to boost brand recognition.

Omore *Fall 2010*

- Developed an advertising budget and campaign for Omore.

Skills:

- Project Management
- Asana, Hubstaff
- Computer Proficiency
- Strong Communication Skills
- Professional Presentation Abilities
- Research and Analysis
- Marketing Expertise

Language Skills

- English (IELTS Band 8)
 - Urdu (Native)
 - Punjabi (Native)
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