**Abdullah Iftikhar**

*Current Address*: *E 17/ 14 B, Walton Road, Lahore Cantt*

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**Personal Profile:**

I am a freelance content writer with more than six year record of developing content for blogs, articles, product descriptions, social media, and the company websites.

**Key Skills and Strengths include:**

* Leadership – Adept at leading/managing cross-functional and structural tasks with a can-do attitude
* Delivering at Pace – Ability to manage multiple projects simultaneously and under pressure
* Stakeholder Management– “People person” and a team player
* Excellent documentation & report writing skills

**Work Experience**

*Freelance content writer (March 2017-Present)*

* Create compelling blog posts, white papers, product descriptions, social media content and web copy
* Expanding digital footprint for companies and drive more value through online content
* Ensuring that a strong reputation is maintained.

*FAST Linguistic Society:*

* Worked as an active member of society. Designing plans and liaising with other universities for arranging the best resources, to deliver sessions at the university including overseas lecturers
* Creating a positive culture where the work can get done. Facilitate communication between students and management
* Managing the queries of students and teaching faculty
* Providing mentoring sessions to students on various themes

*Member of Societies:*

* I have been an active member of DramaF, FastCare, Music Society, Career Counselling Society and Mindstorm society
* Set goals and objectives and establish guidelines for the departments
* Handling students one to one and telephonic queries
* Dealing with the registration of students

**Education:**

**FAST National University of Computer and Emerging Sciences, Lahore (2022)**

* + - Bachelor of Business Administration (**BBA - Honors**)
		- Marketing majors

 **Keynesian Institute of Management and Sciences, Lahore (2017)**

* A’Levels

 **Divisional Public School, Model Town, Lahore (2015)**

* + - O’Levels

**Professional Research and projects:**

* Financial Management - In depth financial comparison of Petroleum Industry.
* Business Information Systems - Fabricating a fictional business using SQL.
* Final Year Project – A business plan model for a running business, including financials and marketing plan.

**Technical Skills**

* IBM SPSS, Wix
* Microsoft Office