

KHAWAJA ALI WAQAS

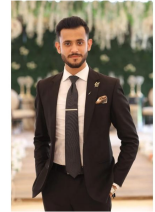
Senior Content Strategist

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Islamabad, Pakistan



SUMMARY

My expertise lies in developing creative and compelling content and marketing strategies that engage target audiences, and are tailored to reach specific goals. Not only do I have a passion for crafting content that is both captivating and effective, I'm also an avid crypto enthusiast who loves staying up to date with the latest industry news and developments. I have expertise in various aspects of digital marketing, from SEO, and social media marketing to content creation and analytics. I'm committed to staying ahead of digital marketing trends and finding new ways to maximize ROI for clients.

From creating and managing content and marketing campaigns for unicorn companies, to doing pro bono work for one of the biggest non-profit firms in Pakistan, and covering the PR for some of the most prominent Venture Capitalists in Pakistan, my projects are part of my proven track record of developing and executing successful campaigns that build customer relationships and spread a positive aura.

I am sure that my work demonstrates meticulously created content and above-average skills and we can work together to create powerful digital marketing strategies that will boost your business!

EDUCATION

09/2019 - 06/2023

- Bachelors in Accounting and Finance
SZABIST, Islamabad

09/2017 - 06/2019

- Business Studies - GCE Advanced Level
Beaconhouse School System

EXPERIENCE

08/2022 - 08/2023

Islamabad, Pakistan

- Senior Content Strategist
Beenco.

BeenCo. is a Web03-centric marketing firm specializing in the realms of blockchain technology and cryptocurrency.

- Developing unique content to enhance online presence and brand awareness.
- Crafting content strategies and managing on-page efforts.
- Coordinating marketing materials and website content.

08/2022 - 06/2023

Singapore

- Content Writer
SignalY

SignalY is a profit-sharing crypto trading platform.

- Developed unique content for social media presence, including articles and blogs on platforms like Medium and Twitter.
- Oversaw the design team's efforts in creating digital content such as videos, banners, and posts.
- Hosted and conducted monthly podcasts featuring the Co-Founders of the platform.
- Implemented strategies to foster organic growth on interactive platforms like Quora and Reddit.
- Organized an ambassador program to promote the platform.

EXPERIENCE

11/2022 - 02/2023

Dubai

Marketing Strategist

Paklaunch

Paklaunch is a platform driving growth in the Pakistani entrepreneurial and investment ecosystem.

- Led a team of designers to create graphic materials and video content for social media related to the Unconference '23 event.
- Assisted in managing the client's presence on various social media platforms, collaborating effectively with SEO experts.
- Scripted and conducted podcasts featuring international and local venture capitalists.
- Managed all social media pages and crafted innovative blog posts to engage readers.
- Ensured a smooth workflow by coordinating with the entire team.
- Delivered high-quality results while remaining receptive to feedback to achieve client satisfaction.

01/2023 - Present

Canada

Accountant/Bookkeeper

Phoenix Accountants and Advisors

Phoenix Accountants and Advisors, is a Canadian firm that excels in financial accountancy and advising.

- Accounting transactions for Canadian Nationals.
- Recording transactions throughout the financial year for clientele's personal and professional needs.
- Bookkeeping, adjusting and preparing payroll, AP, AR and in-depth financial statements on Quickbooks.
- Filing provisional and federal taxes for Canadian citizens.

SKILLS

Content Writing

Social Media Content Management

Creative Content Development

Quality Assurance

Blog Writing

SEO Expertise

Video Content Creation

Microsoft Office

Google Suite (Dox, Sheets etc.)

Marketing

Social Media Management

Podcast Hosting

Community Engagement

Client Relationship Management

Project Management

Cross-functional Collaboration

Pro Bono Project Management

Client Satisfaction Management

Tool / Technology

Others

Effective Time Management

Advanced Communication Skills

Team Collaboration

LANGUAGES

English Native



Urdu Native



German Beginner



SOCIALS



Twitter

Vibrantroup



Instagram

kh.aliwaqas