

📋 OBJECTIVE

Dynamic content management professional with extensive experience in leading content creation teams and implementing effective SEO strategies. Aiming to leverage expertise in strategic communication and content optimization to drive engagement and growth at a forward-thinking organization.

🔧 EXPERIENCE

SENIOR SPECIFICATION WRITER | CDM Smith

JAN 2024 – PRESENT

- Expertly draft and manage comprehensive reports for USAID and CDM Smith, emphasizing technical accuracy, meticulous attention to detail, and impeccable grammar to meet stringent compliance standards.
- Develop clear, concise, and compelling report content, adhering to strict brand guidelines to enhance readability and ensure a consistent reader experience across all communication platforms.
- Collaborate with the Communications Manager to devise and implement innovative public relations strategies, significantly increasing engagement and visibility.
- Utilize advanced content management systems to streamline information processing and distribution, optimizing operational efficiency and content accuracy.

CONTENT LEAD | Proteus Technologies

MAR 2023 – DEC 2023

- Led a team of writers and designers to produce compelling content, enhancing engagement across various media platforms.
- Spearheaded collaborations with the social media team to optimize copywriting for landing pages, video scripts, and LinkedIn campaigns, significantly streamlining marketing processes.
- Developed and implemented content management strategies to maximize reach.
- Designed and managed a content calendar to ensure timely publication and maintain content consistency.
- Oversaw SEO optimization by analyzing trending topics, keywords, and strategies, significantly improving content visibility and engagement.
- Authored extensive, well-researched white papers, informational guides, newsletters, and B2B blog articles for key clients in the US energy sector.
- Proofread and provided constructive feedback to refine content across social media and other project deliverables.
- Collaborated with the project manager to formulate and refine content management strategies, aligning content initiatives with organizational goals.

TEAM LEAD (PR Writing) | Skyray Ventures

JAN 2023 – JUNE 2023

- Managed a team of PR writers, led the development and strategic direction of content, and personally crafted high-impact PR articles for international clients, ensuring content quality and coherence.
- Designed and conducted training sessions on PR writing best practices, elevating team capabilities and enhancing the overall effectiveness of communications.

TEAM LEAD & CONTENT WRITER | Talha Saif Ltd UK

APR 2022 – FEB 2023

- Authored well-researched, meaningful, and impactful SEO-optimized articles for diverse blogs, significantly enhancing online visibility and engagement.
- Trained new hires in creative content writing and led a team to consistently produce high-quality content, ensuring timely delivery as promised.
- Collaborated with graphic designers to develop engaging illustrations and images, enriching the visual appeal and effectiveness of content across platforms.

RESEARCH DEMONSTRATOR | Quaid-i-Azam University

SEP 2021 – JAN 2022

- Taught and demonstrated basic molecular biology techniques like DNA/RNA extraction, PCR, Southern/Northern/Western Blotting techniques to undergraduate students of plant sciences.
- Planned lessons which used an effective teaching style to facilitate learning.

FREELANCE CONTENT WRITER | Fiverr

2020 – 2021

- Worked on various content writing projects, ranging from educational to commercial niche. Wrote exceptional and well-researched articles for clients.

RESEARCH INTERN | Quaid-i-Azam University

MAY 2018 – SEP 2018

- Worked on DNA extraction and other molecular biology techniques. Kept record of all experimental data and analyzed the data on softwares with the help of team members.

VOLUNTARY WORK

- Taught under-privileged students of rural areas under the banner of Quaidian Tutors.
- Worked as an Invigilator during HSSC Federal Board Exams.
- Worked efficiently as an ambassador of Red Donor Organization.



EDUCATION

MPhil. Plant Sciences | Quaid-i-Azam University

2020– 2022

A/1ST Division

MSc. Plant Sciences | Quaid-i-Azam University

2017 – 2019

A/ 1st Division

BSc. Biological Sciences | Quaid-i-Azam University

2014 – 2016

B/ 1st Division

F.Sc. Pre-Medical | PCIT-F-8/4, Islamabad

2012 – 2014

A/ 1st Division

SSc (Science Group) | I.M.S.G, G-6/1-3, Islamabad

2010 – 2012

A/ 1st Division



INTER-PERSONAL SKILLS

- Responsible and Punctual
- Leadership Abilities
- Dependable and Flexible
- Open to Feedback
- Team Player
- Friendly
- Communicative
- Attention to Detail



DIGITAL SKILLS

- MS Office Expert
- Adobe Lightroom
- Canva
- WordPress
- Jira, Asana, Trello, Slack, Confluence, Bitrix
- Adobe Technical Communication Suite
- Adobe Illustrator
- Google Docs
- Semrush, Ahrefs, Google Analytics



BIO-INFORMATIC SKILLS

- MEGA 11
- Phylogenetic Analysis
- Ensembl and Phytozome
- NCBI, Blast and GenBank
- UniProt
- PlantCARE Database



CERTIFIED COURSES

- Creative Writing (Digiskills)
- Freelancing (Digiskills)
- Improving Tech Communications – Enhancing Reports for Impact
- Global Compliance and Ethics
- Preventing Workplace Harassment (HEA)
- Digital Marketing (Digiskills)
- Graphic Designing (Digiskills)
- Editing and Proofreading Made Simple
- Information Security and Privacy Awareness



CERTIFICATIONS/AWARDS

- Certificate of Excellence in Photo Story Competition, on securing 2nd Position in IST Youth Carnival, 2018.
- Federal Employees Benevolent & Group Insurance Funds (FEB & GIF) [2014, 2016, 2019, 2022]
- Merit Scholarship [MSc]
- Quaid-i-Azam University Fellowship (MPhil [2020-2022])



HOBBIES

- Photography
- Graphic Designing
- Reading
- Travelling



PUBLICATIONS

- **Ahmad, Y.,** Haider, S., Iqbal, J., Naseer, S., Attia, K. A., Mohammed, A. A., ... & Mahmood, T. (2024). In-silico analysis and transformation of OsMYB48 transcription factor driven by CaMV35S promoter in model plant–*Nicotiana tabacum* L. conferring abiotic stress tolerance. *GM Crops & Food*, 15(1), 130-149.
- **Ahmad, Y.,** Haakim, Z., Iqbal, J., Abbasi, B. A., Mahmood, T., & Kazi, M. (2024). Technological Innovations for Abiotic Stress Resistance in Horticultural Crops. *OMICS-based Techniques for Global Food Security*, 233-244.
- **Ahmad, Y.,** Haider, S., Iqbal, J., Abbasi, B. A., Yaseen, T., & Mahmood, T. (2022). The mechanisms of genome editing technologies in crop plants. In *Principles and Practices of OMICS and Genome Editing for Crop Improvement* (pp. 295-313). Cham: Springer International Publishing.
- Haider, S., Rehman, S., **Ahmad, Y.,** Raza, A., Tabassum, J., Javed, T., Osman, HS., and Mahmood, T., (2021). In silico characterization and expression profiles of heat shock transcription factors (HSFs) in Maize (*Zea mays* L.) *Agronomy* [IF: 3.417] <https://doi.org/10.3390/agronomy11112335>
- Haider, S., Iqbal, J., Naseer, S., Yaseen, T., Shaukat, M., Bibi, H., **Ahmad, Y.,** Daud, H., Abbasi, N.L. and Mahmood, T. (2021). Molecular mechanisms of plant tolerance to heat stress: current landscape and future perspectives. *Plant Cell Reports*, 1-25. [IF: 4.570] <https://doi.org/10.1007/s00299-021-02696-3>.