

Maham Maaz

Personal Details:

Phone: +92-334-1053501

Email: Mahaamkhan5@gmail.com

LinkedIn: www.linkedin.com/in/mahammz/

Education:

Degree (Recent)	University	Majors	Year of passing
MS-MS	SZABIST	Marketing Communications, Marketing Management	2014
BBA(hons)	NUML	Marketing Research & Sales	2012

Skills:

Microsoft Office, Content Management, Customer Service, Leadership Development, Management, PowerPoint, Process Improvement, Policy Development, Research, Written Communication.

Online work portfolio:

<https://nitb.gov.pk/Home/NewsLetter>

<https://knowledgeplatform.com.pk/>

Blogging portfolio: <https://indoorchamp.com/>

***More work samples and references will be provided if required**

PROFESSIONAL PROFILE

With extensive experience as a Communications and Content Specialist in the Ministry of IT and Telecommunications and currently serving as a Marketing Specialist at Knowledge Platform, I have a proven track record of delivering results in both public and private sectors. I specialize in developing and executing strategic plans that drive measurable outcomes while ensuring alignment with organizational goals.

In my current role, I lead content development for websites and diverse learning initiatives, collaborating closely with graphic design teams to create compelling marketing collateral and campaigns that enhance brand visibility. I drive audience engagement through creative storytelling, ensuring all materials align with organizational objectives.

My expertise spans resource allocation, cross-functional team collaboration, and efficient project management from initiation to completion. I am skilled in tracking progress, reporting on KPIs, and leveraging data to refine strategies for measurable growth.

In marketing management, I successfully implement research-backed strategies, collaborate with key stakeholders, and deliver initiatives that yield real, bottom-line results, even in challenging environments. I bring a results-driven mindset to every project, with a clear emphasis on execution, efficiency, and achieving organizational objectives. My passion for growth, combined with a creative and resourceful approach, positions me to contribute meaningfully to your organization's success.

National Information Technology Board (NITB), Government of Pakistan **Content Manager (2019-Present)**

- **Led the development and execution of data-driven marketing strategies**, directly aligned with Govt Tech initiatives, resulting in measurable progress toward annual business goals.
- **Produced high-impact marketing materials** including journal ads, brochures, and sales collateral, ensuring consistency and effectiveness across multiple channels to maximize outreach.
- **Played a key role in driving organizational change** during a critical restructuring phase by designing and implementing internal media and content strategies that improved communication and alignment within the organization.
- **Managed digital campaigns and social media content**, leveraging limited resources to achieve optimal engagement, visibility, and brand recognition across various platforms.
- **Developed and streamlined technical documentation** such as API guides, user manuals, and implementation strategies, significantly enhancing operational efficiency and contributing to successful project rollouts.

Knowledge Platform, Marketing Content Specialist (Tenure: 11 Months)Remote

- **Driving the development and execution** of marketing content strategies for websites and learning initiatives, aligning with organizational goals to enhance brand visibility and audience engagement.
- **Leading the creation of high-impact** marketing materials, including brochures, presentations, and digital content, achieving consistent branding and measurable improvements in engagement across platforms.
- **Developing content for global initiatives** such as the Sitarey National Digital Learning Competitions and Global Climate Literacy Competitions, significantly increasing participation and visibility.
- **Managing social media campaigns** content to maximize engagement, leveraging data-driven insights to refine messaging and achieve measurable outcomes.
- **Designing and implementing content strategies** that ensure alignment with Knowledge Platform's mission and goals, driving audience participation and stakeholder collaboration.
- **Crafting creative and results-driven strategies** to engage schools, educators, and stakeholders, fostering partnerships and elevating the impact of learning programs.

UKAID - Muslim Aid Pakistan

Coordination Executive (Tenure: 1 Year)

- **Served as a key liaison** between management and potential donors, effectively coordinating with field teams to ensure accurate participant data, strengthening donor relations and reporting efficiency.
- **Authored and delivered training manuals and sessions** for IT department staff, directly enhancing the team's technical capabilities and improving overall organizational productivity.
- **Led editorial direction and production** for digital marketing materials, newsletters, and press releases, increasing brand visibility and ensuring consistency in communication across all channels.
- **Coordinated special events and organizational activities**, driving higher stakeholder engagement and outreach, which contributed to increased support and collaboration for key projects.

S & P Global Market Intelligence

Analyst Content Operations (Tenure: 1.5 Years)

- **Excelled as a Content Analyst** in the finance sector, driving operational excellence through in-depth research, precise database management, and

Digital Content & Communication Specialist

process optimization.

- **Boosted customer satisfaction** by analyzing client data and collaborating with cross-functional teams, including sales, marketing, and IT, to deliver actionable insights that enhanced service quality.
- **Provided key thought leadership** in strategic discussions and panels, offering valuable insights on team management and client engagement, leading to more impactful presentations and improved business strategies.
- **Led initiatives to streamline processes**, actively driving improvements that enhanced operational efficiency, reduced bottlenecks, and elevated overall quality across the organization.

MADAWA NGO

Manager Marketing and Operations (Tenure: 2 Years)

- Successfully reduced unnecessary business costs by 20% within one year through strategic business performance improvements.
- Implemented new processes and procedures, coordinated office activities, and maintained relevant correspondence, contributing to enhanced organizational efficiency.
- Conducted professional market research and produced detailed reports to support organizational decision-making and strategy development.

INDOORCHAMPS & TOWNHUSTLE

Content Contributor (Tenure: 1 Year)

- Contributed as a successful blog focusing on sports and education, generating engaging content that resonated with readers and converted leads.
- Leveraged copywriting skills to create compelling content and drive reader engagement, demonstrating a passion for writing and content creation.

NUML, Islamabad

Visiting Lecturer/Trainer Management Sciences & International Relations (Tenure: 5 Years)

- Served as a visiting lecturer, imparting knowledge in Digital Marketing, International Relations, and Management Sciences.
- Engaged students through practical knowledge implementation and mentorship, fostering academic and professional growth within industry dynamics.

LinkedIn Licenses & certifications

1. Brand Strategy: Management of Your Brand
2. Tips for Better Business Writing
3. Writing Emails People Want to Read
4. Writing Formal Business Letters and Emails
5. Writing in Plain Language
6. Writing to Be Heard on LinkedIn
7. Writing with Commonly Confused Words
8. Writing with Proper Punctuation

9. Writing with Flair: How to Become an Exceptional Writer

Achievements and Recognitions

1. SNL Ambassador for Age of new gender: Women Empowerment Summit by NUTSHELL FORUM
2. Conducted Trainings for Corporate Culture
3. Conducted Training on effective presentation skills and business intelligence
4. Conducted Trainings for communication skills and personal branding
5. Research conducted in Telecom sector of Pakistan for implementation of effective Social Media tools
6. Research Paper on consumer behavior online purchase (sent for review in Journal of Management studies)
7. Research paper on factors green purchase behaviors (sent for review in Journal of Industrial Marketing Management)
8. Research paper on Individuals characteristics and their Brand loyalty (sent for review in Journal of Marketing Management)
9. Report generated on marketing department of PTV Home Islamabad
10. Conducted corporate training for statistical tools (SPSS).
11. Certificate of recognition from MOITT for successful launch of Rabtaa Asan Chatbot and National Jobs Portal
12. Participated in Sales Gala of 2 days conducted in Serena hotel July, 2010
13. Development of list of ALEXA ratings of Multinational companies (Samsung, Honda, Nokia etc.)
14. Awarded consecutively with Star rookie recognition award for two months
15. Awarded with employee of the month
16. Awarded certificate of Management child protection training by Muslim Aid Pakistan