

Waqas Asmat

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Rawalpindi, Pakistan

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EDUCATION

MPHIL, INTERNATIONAL DEVELOPMENT STUDIES

2019

Iqra University | Islamabad, Pakistan

MSC, DEVELOPMENT STUDIES

2006

Iqra University | Islamabad, Pakistan

MA ENGLISH

2005

Gordon College | Rawalpindi, Pakistan

EXPERIENCE

Senior Content Writer

Feb 2025 - Present

Hayzel Technologies | DHA 1, Rawalpindi

- Script writing, ideation, and artistic oversight for video content creation, writing captions for social media pages, SEO blogs and Newsletter. Organize and manage sports, arts, and other events for the company's advertisement and coordinate with the company employees
- Content writing for a UK-based NGO in Azad Kashmir, such as donation campaigns. Marketing and SEO content for a property management company in the UK and a Dental/Aesthetic clinic in the UK.

Achievements - Raised 3 million PKR in donations during the month of Ramadan for a UK-based NGO in AJ&K.

SEO Copy Writer

Jan 2024 - Mar 2024

SKY Marketing

- Content writing for landing pages, websites, social media, and blogs.

Achievements - Improved website ranking on Google search in 3 months

Content Writer

Dec 2022 - Jan 2024

AAA Associates/HYPE Advertising Agency | Bahria Town Rawalpindi

- Content writing, script writing, press releases, tweet writing, voiceovers, and newspaper articles for advertising, advocacy, public awareness, and digital marketing. I wrote content for various brands, such as aviation maintenance, accountancy, Information Technology, housing society, travel and tourism, call center, corporate social responsibility, house maintenance, and fast food. Managing media relations and public engagement. Content development and storytelling.

Achievements - Sold out Sector J of DHA Gujranwala in 9 months

Content Strategist

Oct 2022 - Nov 2022

We Rise GOC | Bahria Town Rawalpindi

- Content writing for residential, commercial, and farmhouses and doing voiceovers for videos

Achievements - Boosted social media engagement in 1 month

Digital Marketing Manager

July 2022 - Sept 2022

NXG Impacts | DHA 2 Rawalpindi

- Management of the communication team, Developing brand and sales strategies, Supervising daily tasks, Providing creative oversight and direction, Content writing, strategic planning and implementation. Development of communication campaigns. Mentor the team and develop team capacity

Achievements - Increased sales by 50% in 2 months

Content Writer

Apr 2022 - Jun 2022

H&S Real Estate | Blue Area Islamabad

- Content writing for projects in Pakistan and Dubai

Wrote blogs, press releases, social media copies, scripts, brochures, video scripts, and website content for the company's digital marketing of residential and commercial projects. Oversee the development of videos, brochures, and communication products.

Achievements - Sold Out Autograph Towers and H&S Hotels in Lahore in 3 months

Content Writer

 Oct 2021 - Mar 2022

ESPA Builders | Bahria Town Rawalpindi

- Research and write blogs on real estate.

Achievements - 2 projects sold

Content Writer

 Jul 2021 - Sep 2021

Pentagon Food Group | Bahria Town Rawalpindi

Blog writing for Pentagon Food Group, and associated projects such as Cromwell Court, Super Storage, One-84 The Boulevard and 7 Tides Estates. Social Media design content for all projects

Achievements - Increased occupancy in the UK's project and storage spaces in 3 months

Media Analyst

 June 2020 - Sep 2021

Media Tech | Chaklala Scheme 3, Rawalpindi

- Framing analysis and social media analysis reports done daily.
- Discourse analysis and critical discourse analysis
- Translations

Achievements - Accurate discourse analysis results over one year

Content Writer

 Apr 2021 - Jun 2021

MGC Developments | Bahria Town Rawalpindi

- Handling all external communications of the marketing, sales and executive departments
Lead generation, website, and social media management
- Content writing for product digital marketing and videos
- Voice-over for videos
- Communication with brands and clients as a company representative, coordinating meetings and finding new opportunities

Achievements - Sold out Divine and MGC Jewel in 3 months

Administrative Assistant

 Dec 2019 - Feb 2020

Pakistan Medical Commission | G-10, Islamabad

- Administrative support to the departments, security and liaison with Islamabad Police and capital district, administration
- Preparing content for Facebook, LinkedIn, and the organization's website
- General office management, meeting and event coordination, and content writing for the PMC website.

Achievements - Improved institutional administrative capacity and performance in two

Content Writer

 Nov 2016 - Nov 2019

Web Marks Inc. | Bahria Town Rawalpindi

- Research and content writing. Lead generation for commercial projects. PR and digital advertisement for various government and private companies

Project Manager -

 April 2015 - Aug 2015

Rural Development Foundation | G-10, Islamabad

- Monitored and evaluated the Integrated Rural Development Program in Pakistan.
- Wrote letters for a global partnership for the NGO.
- Studying rural development in Pakistan since 1947.

Legislative Aide

 Jan 2014 - June 2014

Senate of Pakistan | Blue Area, Islamabad

- Conducted research for Senate standing committees of Finance, Information Technology & Telecommunications, Petroleum & Natural Resources, and Planning & Development. Writing for an international journal regarding Pakistan's legislative development. Wrote an analytical report on National Internal Security Policy 2014. Conducted unstructured interviews of officials from media, civil society, and international donor organizations regarding laws of information
- **Achievements - Worked on Senate Bill for Economic Rights of Domestic Workers in Islamabad which was passed by the Senate**

Media Analyst

 Oct 2011 - Oct 2012

Inter-Services Public Relations | GHQ, Rawalpindi

- Media monitoring for evaluation of civil-military relations in Pakistan. Prepared daily news analysis reports using framing analysis and comparative discourse analysis.

Achievements - Accurate framing analysis for Pakistan Army

Consultant -

 Apr 2010 - Nov 2010

Asian Development Bank | Serena Hotel, Islamabad

- Worked as part of the core group that facilitated data gathering using a focused group discussions approach and dissemination of information in the Post-Conflict Needs Assessment project and during Floods 2010 Research reports. Preparing minutes of meetings. General office management, office meetings, and event coordination. Worked closely with government counterparts, UN agencies, the World Bank, the European Union, and other donor organizations and partners.

Achievements - Completed multi factorial big data research within project deadline

Project Manager -

 Nov 2009 - Feb 2010

PILDAT | F-6, Islamabad

- Managed project activities of Civil-Military relations.
- Coordinated with the parliamentarians
- Made project evaluation reports and briefs down the verbatim of meetings and annual budget brief.

Research Associate

 May 2009 - Aug 2009

CYNOSURE CONSULTANTS | Chak Shehzad, Islamabad

Assisted the director in the study on value chains within the context of agriculture and floriculture in Pakistan.

Junior Analyst

 Apr 2008 - Apr 2009

Ministry of Defense | Aab Para, Islamabad

- Analysis of state and non-state actors in the conflict.
- Achievements - Accurate framing analysis of the conflict**

Program Coordinator/ Co-instructor of English

 Jan 2007 - Jan 2008

Iqra University | H-9/1, Islamabad

- Managed the social sciences department and worked as co-instructor of English.
- Taught Introduction to International Relations and Introduction to Development Studies.

Communication Manager -

 Aug 2006 - Dec 2006

Rural Development Policy Institute | G-9/3, Islamabad

- Assisted the Technical advisor in primary data research in KPK and AJ&K using a focused group discussion approach. Updated Duryog Nivaran's website with the latest news and content. Developed the regional report on disaster mitigation in South Asia

Achievements - International publication of the Disaster Report 2005

Operations Manager -

 Apr 2006 - Jul 2006

Kalash Indigenous Survival Program | F-5, Islamabad

- Assisted Program Manager in formulating Cultural Project proposals and Education Project Proposal reports. Assisted Program Manager in daily management activities such as maintaining office documents, preparing meeting minutes, and liaising with internal employees.

Research Assistant

 Feb 2004 - May 2004

Allama Iqbal Open University | H-8/2, Islamabad

- I assisted the head of the Environment department in a social study of the social and environmental aspects of the development of dams.

PUBLICATIONS

- Real Estate Gap Funding - An Important Concept for Pakistan's Real Estate Developers. **Parliament Times**, Dec 2022
- Too Big to Ignore. **The News International**, Dec 2022
- Perspectives on Real Estate in Pakistan. **Parliament Times**, Dec 2022
- An Important Concept for Pak Real Estate Developers. **The Spokesman Daily**, Dec 2022
- Real Estate Gap Funding. **The Nation**, Dec 2022
- Tall Not Sprawl. **The News International**, Dec 2022
- Real Estate Developers. **Pakistan Observer**, Dec 2022
- Worst Financial Situation. **The Spokesman Daily**, Dec 2022
- Helping the Poor. **Dawn**, Jan 2023
- Bad Housing Policy. **The News International**, Jan 2023
- Hotels and Sustainable Development. **Pakistan Observer**, Feb 2023
- Sustainable progress. **Dawn**, Feb 2023
- Hotels and Sustainable Development. **Pakistan Observer**, Feb 2023
- Economic Crisis. **The Nation**, Feb 2023
- Trojan horse of Economic Demise. **The Nation**, March 2023
- High-return real estate. **The Nation**, March 2023
- Pak Economic Crisis and Real Estate. **Pak Observer**, March 2023
- Scapegoat. **The News**, Apr 2023
- Devastating Climatic Changes. **The Nation**, June 2023
- Historical development of real estate in Pakistan. **Parliament Times**, June 2023

EDITORIAL BOARD MEMBERSHIP

International Journal of Social Economics, University of Hull, United Kingdom. Jan 2014 - Nov 2019

REFERENCES

1. Fawad Rafi, Social Media Manager, mfrafi@gmail.com
2. Saweed Tariq, PR Officer, saweedtariq@gmail.com