

Syed Sarmad Amer

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SUMMARY

Accomplished legal, academic, and content professional. A self-starter who is comfortable working with unknowns and has expertise in contractual matters, public speaking, training, content generation, and overseeing publications. I have a proven track record of creating high-quality content, managing teams, and leading successful campaigns by working and collaborating with large in-person and online teams to gain results.

EDUCATION

LLM

Commendation Award • Specialization: International Business Law
University of Bedfordshire • Luton, UK

BA-LLB

Lahore University Of Management Sciences • Lahore, PK

EXPERIENCE

Legal Strategy and Partnerships Lead

Ivy Academic Network

November 2025 - Present

- Led and managed international partnerships and local regulatory requirements related to the law programs across all campuses, ensuring consistent academic quality, adherence to regulatory standards, and alignment with UK higher education benchmarks for over 1200 students;
- Acted as the main liaison with external stakeholders; compiled academic reports, supported marketing efforts, and contributed to the strategic growth of the TNE Law Program at Roots IVY network by increasing enrollment by 40% year over year;
- Provided legal strategy and ensured documentation is up to the required standards of internal and external regulators of the existing programs, as well as the new partnership launches;
- Recruited, trained, and supervised 6 coordinators and over 50 faculty, ensuring effective curriculum planning, course allocation, and timely delivery of the program;
- Oversaw all examination and assessment standards and ensured that conduct is up to the required standard.

Law Lead - Nationwide, TNE Law Program

Ivy College of Management Sciences Network

May 2025 - November 2025

- Led and managed the delivery of the University of Bedfordshire Law Program across all campuses, ensuring consistent academic quality, adherence to UoB standards, and alignment with UK higher education benchmarks;
- Recruited, trained, and supervised 6 coordinators and over 50 faculty, ensuring effective curriculum planning, course allocation, and timely delivery of the program;
- Provided daily academic advising, monitored student progress, addressed grievances, and promoted a supportive and compliant learning environment for over 400 students;
- Oversaw the preparation, marking, and moderation of assessments; implemented internal audits and quality reviews to uphold academic standards set by UoB and the Ivy Colleges network.

Program Head, TNE Law Program

Ivy College of Management Sciences

December 2023 - May 2025

- Led and coordinated the transnational education program for LLB and LLM students in collaboration with the University of Bedfordshire;
- Designed timetables, class plans, and faculty recruitment and training plans for relevant subjects;
- Executed exam schedule and invigilation plan, supervised exam activities, and coordinated with external partners to manage unforeseen crises;
- Taught 'Governance, Law and Ethics', 'Human Rights and Social Injustice', 'Jurisprudence' and 'Tort Law' to undergraduate classes;
- Developed syllabi for law subjects while balancing Bar Council requirements, modern skill relevance, and academic capabilities of students;
- Supported and led activities at the College to engage students in extracurriculars around the law profession (e.g., court visits, career fairs, networking sessions, etc.);
- Received a score of 90% in the anonymous student feedback survey conducted by the College's quality assurance department.

Legal, Content Creation, and Strategy Consultant

Freelance

November 2021 - Present

- Consult with independent content creators regarding contractual matters and guide them about legal implications on their content, brand partnerships, etc.
- Lead the ideation, briefing-to-execution processes with agencies and content teams to accurately tell the story of my clients to their target customers, including proofreading of localized eBook, whitepaper, and website copy to blog posts in English;
- Create the design and editorial content for social media posts, websites, and any other required communication materials for clients;
- Deliver the clients' brand compellingly and consistently to their target audience across core segments in Pakistan, and beyond
- Assist in reviewing and drafting various commercial agreements such as content partnership agreements, professional services agreements,

confidentiality agreements, and other agreements as per the client's needs;

- Guide and create content and strategies for independent content creators and marketing strategies for small businesses;
- Draft content plans, marketing strategy decks, and promotional material for clients;
- Conduct daily market research through social platforms, actively engaging with customers and prospects through clients' social properties and those of others.

Legal Manager

AM Industries

January 2022 - November 2023

- Drafted, reviewed, and negotiated commercial agreements, including partnership, service, and confidentiality contracts, ensuring alignment with company policies and objectives;
- Provided regulatory and legal guidance across departments, reducing legal risk by ensuring adherence to compliance standards and best practices;
- Conducted training sessions to enhance regulatory compliance understanding, enabling cross-functional teams to manage legal responsibilities effectively.

Legal Lead

MangoBaaz

February 2015 - September 2021

- Reviewed and drafted various commercial agreements, such as content partnership agreements, professional services agreements, employment contracts, confidentiality agreements, and other agreements based on MangoBaaz's needs;
- Coordinated and managed the relationship with external legal personnel for litigation matters;
- Assisted in the negotiation of contracts with MangoBaaz clients, partners, and other external stakeholders;
- Assisted in the review, negotiation, and handling of partnership contracts supporting various internal departments;
- Reviewed and ensured contractual obligations aligned with MangoBaaz (Pvt.) Ltd. policies, procedures, and risk tolerance;
- Maintained MangoBaaz's master contract templates and legal documents;
- Worked closely with the sales, content partnerships, editorial teams, and other departments to ensure the timely processing of contracts and commercial agreements;
- Hired, coordinated with, and supported externally contracted legal personnel on various legal matters.

Editorial Director

MangoBaaz

December 2016 - September 2021

- Managed MangoBaaz editorial and social media team, overseeing all company content and editing 100+ articles monthly, totaling over 30 million pageviews annually;
- Conducted multiple sessions across editorial to teach best practices on content ideation, social optimization, building and engaging with digital communities, and how to go viral;
- Made data-driven decisions to improve engagement and content quality with a community of over 20 million monthly users;
- Directed the social media team to develop all MangoBaaz-owned and operated social media properties, identify engagement opportunities, and actively grow audiences organically to 500K+ on Instagram, 1.3M+ on Facebook, 500K+ on YouTube, and 50K+ on Twitter;
- Increased referrals to MangoBaaz.com by over 120% year over year through search engine optimization (SEO);
- Created and launched activation campaigns like open-mic nights, seminars and webinars, hybrid events, networking dinners, and roadshows in high-density SMB hubs, and researched new events to collaborate with sponsors;
- Oversaw video content production, guiding the video production team with scripting and ideation for relevant, engaging, and viral content ideas
- Directed the branded content and sales team to ideate, brief, and negotiate with clients and create content, brochures, datasheets, and presentations as per requirements.

Part-time Writer / Founding Team Member

MangoBaaz

February 2015 - December 2016

- Ideated, wrote, and posted 20 weekly articles, averaging 500 words each, on the MangoBaaz website with an average page view of over 300K;
- Recruited to develop the content (website as well as video) and social media teams;
- Consistently demonstrated a results-oriented approach, increasing readership by 150% and enhancing consumer engagement in two months.

CERTIFICATIONS

Intermediate Moderated Programme for Evaluation Systems' Strengthening (IMPrESS) "Evaluation Matters for Decision-Making"

UNICEF, Key Aid Consulting • 2024

Certified in the successful monitoring and evaluation of development sector programs

Why Data Rights Matter?

CALP Network (CALP), Oxfam • 2024

Certified in the basics of digital rights and data privacy

Fundamentals Of Digital Marketing

Google Digital Garage • 2022

Front-end Web Development and E-Commerce

Lahore University Of Management Sciences • 2019

SKILLS

Industry Knowledge: Contractual Drafting, Legal Research, Conducting training and workshops, Market Analysis, Negotiation, Social Media Marketing, SEO, Business Operations, Leadership and Team Management

Technical Skills: Turnitin, Google Analytics, MS Teams, MS Office, Meta Ads, Chartbeat, Parsely, Hootsuite, CrowdTangle