

03009263044

Aqsalakhani96@gmail.com

Pakistan, Karachi.

EDUCATION

MATRICULATION-2013

- St. Lawrence’s Convent Girls School, Karachi.

INTERMEDIATE-COMPUTER SCIENCE -2015

- St. Lawrence’s Govt Girl’s Degree College, Karachi.

BACHELORS OF COMPUTER SCIENCE (BSCS) -2016-2020

- Bahria University Karachi.

PROFESSIONAL SKILLS

- Expertise in content marketing/branding, content strategy creation.
- Hands-on experience in content management system (CMS), Semrush, Google analytics, and other marketing tools.
- Good communication and presentation skills.
- Problem-solving and time management skills.
- Active listening and attention to detail.
- Leadership and team management.

CERTIFICATION & ACHIEVEMENTS

- Supported the successful launch of a VPN product through social media and content marketing initiatives.
- Led the end-to-end delivery of a healthcare website and mobile app, ensuring alignment with business goals.
- Successfully published content on well-known platforms, including HackerNoon and Eurotesting.
- Content Marketing Certificated – HubSpot Academy
- Participant – AI Hackathon 2025
- Marketing Assistant & Volunteer- AI Convergence Summit

PROFILE

Results-driven content strategist & project manager with 5+ years of combined experience in content development and project execution. Proven ability to plan, manage, and optimize content-driven campaigns that enhance brand visibility, user engagement, and organic growth. Skilled in cross-functional collaboration, stakeholder communication, and team management.

I combine content expertise with project management capabilities to deliver high-quality digital solutions aligned with business objectives. Adept at aligning content initiatives with broader marketing strategies to drive measurable business outcomes.

WORK EXPERIENCE

Cygnis Media- Project Manager [January 2025 - March 2026]

- Managing end-to-end delivery of high-quality software applications, mobile apps, web portals, and custom websites.
- Overseeing project execution, planning, documentation, and coordination among teams and stakeholders.
- Implementing Agile practices, including sprint planning, daily stand-ups, and retrospectives.
- Ensuring seamless coordination and collaboration with international clients.

Content Specialist [Oct 2023 - December 2024]

- Created high-quality blogs, YouTube video scripts, website content, case studies, and guest post.
- Conducted keyword research and competitor analysis to identify content opportunities.
- Optimized content performance, search rankings, and user engagement using data-driven insights (CTR, engagement, rankings, etc.)
- Managed content calendars and ensured timely delivery aligned with marketing campaigns

Q Technologies Pvt.Ltd- Sr. Content Writer [June 2022- June 2023]

- Produced well-researched articles. (VPN, privacy & security, streaming & entertainment).
- Collaborated with marketing teams to support campaigns, product launches, and brand messaging
- Guest post writing Proofreading & keyword research
- Prepared well-structured drafts on WordPress
- Tracked content performance using tools. (Ahrefs, Google analytics, SEMrush)

Techstirr Pvt.Ltd- Content Writer [Nov 2021- May 2022]

- Technical content writing.
- Website content.
- Mobile app content.
- On-site blog writing.
- Guest posts writing.

Quad Tech Pvt.Ltd- Content Writer [Nov 2020- Oct 2021]

- SEO-friendly content.
- Website content.
- Product descriptions/ reviews.
- SMM content calendar.
- Blogs /Articles
- Press releases.