

Naveed Qazi

Content Writer



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♂ Male

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Profile

Creative professional with 10+ years of experience in content and project management, authorship and marketing. Successfully published 10 books and completed diverse freelance projects while continuously upscaling through professional courses and certifications. Adept at combining strategic vision with creative storytelling to engage audiences, employee betterment and having efficient management skills to deliver results. I have gained skills which emphasise client handling, and research that resonate within core corporate roles.

Professional Experience

SEO Content Writer, *Impactilit*

Apr 2025
Srinagar, Jammu and
Kashmir, India

Organisational Consultant, *Independent*

As a consultant, I want to improve workplace environments, focusing on employee behavior, performance, and satisfaction to enhance organisational effectiveness.

Jul 2024 – Apr 2025
Srinagar, Jammu and
Kashmir, India

Some consultancy services I provide include resume review, interview preparation, DEI, leadership development, team building, corporate training, analysing various industry trends, refining business processes, work life balance, culture transformation, data analysis, strategy development, change management, conflict resolution and negotiation.

Through my knowledge and experience, I specialise in textbook career planning, professional growth strategies, and workplace motivation, with a focus on enhancing productivity, and resilience.

Content Management Specialist, *Liberta Writing (Freelance)* ☑

Developed content strategies and content writing initiatives, led content marketing consulting ventures, including editing for varied number of clients, leading to their growth and audience engagement.

Feb 2015 – Apr 2025
Srinagar, Jammu and
Kashmir, India

Book Author, *Kindle Direct Publishing* ☑

Applied learned fiction technique and essay writing technique in form of 10 independent book projects since January 2015, including a blog-to-book transmedia storytelling process. Received 26 positive customer reviews on Amazon and book endorsements from 8 leading Indian authors.

Jan 2018 – Apr 2024
Srinagar, Jammu and
Kashmir, India

Independent Content Developer, *Globe Upfront (Freelance)* ☑

Wrote, curated, strategised, distributed and edited more than 300 articles for Globe Upfront website, a portal focusing on global issues.

Jan 2015 – Apr 2024
Srinagar, Jammu and
Kashmir, India

Operation Officer, *Western Bainoona Group* ☑

Marked time sheets, fuel consumption sheets, employee forecast sheets, and did cost analysis of all running projects with cost control engineer. Cut down paperwork to a considerable degree. Made process report for the main store for one month for effective supervision. Evaluated the progress of labour teams and procurement of materials for WBG head office site at Mussaffah. Office administrator at Shah Sulfur and Pipelines Roadwork's Project, Shah Gas Field, Abu Dhabi. Inventory controller and originator of material requisitions at Borouge Roadwork's Project, Ruwais, Abu Dhabi. Liased with project managers, was also involved under the contracting division, directorate of operations.

Jun 2014 – Nov 2014
Abu Dhabi,
United Arab Emirates

Credit Cards Executive, *Emirates Islamic* ☑

Found clients from business establishments and service sector across UAE through telesales and cold calling. Through disseminating product knowledge, clients were satisfied with bank schemes and offers. Sourced documents and promoted sales at kiosks in leading malls in Dubai. Under team leader's supervision, did brochure distribution at busy metro stations for retail sales division.

Oct 2013 – Jan 2014
Dubai,
United Arab Emirates

Marketing Executive, *Zulekha Hospital* ☑

Auditing of patient bills and organising of CME seminars. Feedback analysis of CME seminars through analytics on MS Excel. Market research into UAE's healthcare industry including service prices. Providing information to prospective patients on telephone. Keeping in house marketing promotions in order such as banners, and posters.

May 2013 – Jun 2013
Dubai,
United Arab Emirates

Education

MSc International Business, *University of Hertfordshire*

Sep 2011 – Sep 2012
Hatfield, England,
United Kingdom

Skills

- Content Creation and Strategy
- Project Management
- Research and Analysis
- Organisational Consulting
- Editing
- Client Management
- Technical Tools: MS Word, MS Excel, Grammarly, Pro Writing Aid, Calibre, Filmora, Adobe Indesign, Adobe Photoshop, Google Analytics

Languages

- English
- Urdu
- Kashmiri

Interests

Reading, Writing, Photography

Book Publications

- The Trader of War Stories** [✍](#)
- Musings on Global Politics** [✍](#)
- Reflections on the Changing World** [✍](#)
- Corporate Social Responsibility in UK Supermarket Industry** [✍](#)
- Global Perspectives** [✍](#)
- Globe Chronicles** [✍](#)
- The Vale Dweller** [✍](#)
- Globe Politics** [✍](#)
- Politics in the Contemporary World** [✍](#)
- The Unkind Places** [✍](#)

Professional Development

Professional Certificates

Google Project Management Certificate on Coursera.
Google Digital Marketing and E-Commerce Certificate on Coursera.
MicroMasters Program in Organisational Psychology from University of Canterbury (edX).
Diploma in Journalism from Alison (CPD UK Accredited).

Certificate Courses

Around **48** certificate courses completed successfully related to business, information technology, and humanities from world leading universities and instructors on Coursera, Udemey and other MOOC platforms.

Webinars

Listened to **11** webinars from world leading organisations for keeping in touch with current industry trends.

Interviews

Big 92.7 FM
Red FM
FM Tadka
All India Radio

Declaration

I hereby declare that the details and information given above are complete and true to the best of my knowledge.

Naveed Qazi