

# Naveed Qazi *Writer/Independent Content Manager*

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## 🌐 Languages

- English
- Kashmiri
- Urdu

## 👤 Profile

With a long-driven passion and flair for writing, I am a self-starter and a market-friendly writer with an eye for finesse. I pursue a clear and elegant style of writing and want to create innovative, entertaining, candid and informative narratives. I am also a multitasker who is adept at researching new topics, engaging audiences, and promoting ideas, brands, and missions.

Being an author of 10 books, and possessing over 10+ years of total work experience with 9+ years of experience in independent content creation, content strategy, content marketing, consulting and website management, I have the desire to connect with others and want to leave an impact on the readers.

As a content specialist, I can create ebooks, paperbacks, white papers, proposals, guides, and blogs. From my digital entrepreneurial skills, I can bring value, clear thinking, ideation, and efficiency with adaptive thinking, emotional intelligence and resilience.

Having expertise in transdisciplinary subjects, I have been completely career-work focused, organised, hardworking and have an urge to give the best results. Due to my problem-solving and solution-oriented skills, I have the potential to create new standards. I also have a strong ability to identify risks, dependencies, constraints, and assumptions. I am adaptable towards various working conditions, including a multi-cultural workforce, with minimal supervision. With an ability to work in cross-functional teams, completing tasks under pressure, and bringing business goals to fruition, I can also handle escalation and employee disputes. In general, I am an enthusiastic person, who can also be submissive towards corporate authority, due to collaborative and service-minded traits.

## 📁 Professional Experience

### **Content Director, Liberta Writing Contractors, Freelance (Self Employed)**

The goal at Liberta Writing Contractors is to provide an exceptional experience for all clients under affordable prices and transparency including:

- Access to experienced, tested writers for quality assignments tailored to your specifications
- Plagiarism check and mind mapping
- Content strategy to deliver actionable content
- Guidance on usage of AI apps for content creation
- Tips on idea generation
- Content marketing consulting

With a team of four freelance, content savvy writer-editors, we aim to provide quality with passion.

[www.libertawriting.com](http://www.libertawriting.com)

Feb 2015 – present  
Srinagar, Kashmir, India

### **Writer/Independent Content Manager, Freelance (Self Employed)**

•Wrote, curated, distributed, strategised and edited blog content for Globe Upfront website, a portal focusing on global issues. Published over 300 long form, research intensive blogposts.

•Mostly followed 4 long form blogs per month strategy through a content calendar. Through SEO, managed over 100,000 blog visits since 2018. Self created Globe Upfront's brand logo for visibility. Made other infographic material for social media marketing. Used Google Analytics to track visitor insights and website performance.

•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.

•Pursued working under deadlines and kept up to date regarding developments in the research niche. Implemented fact checking under all scenarios.

•Conducted content audits to identify gaps and redundancies in the site content.

•To ensure professionalism, learned and used popular tools like Adobe Photoshop and Adobe Indesign for book formatting and designing of book covers. Co-ordinated with Sarah Holroyd, owner of Sleeping Cat Books based in Arlington, Virginia to ensure correct paperback dimensions for Amazon KDP paperback uploads.

•Used effective tools like Grammarly and Pro Writing Aid for thorough proofreading of manuscripts.

•Allied with SMR Consulting for two self financed book launch events.

•Took care of proper e-book conversions through Calibre, an e-book management software.

•Co-ordinated with 5 radio jockeys in the city's media for marketing of my books. Used Filmora WonderShare to make radio interview videos on Youtube for social media marketing.

•Signed a traditional contract with Alcove Publishers through The Book Bakers Literary Agency for my novel, The Vale Dweller.

•Republished over 190 blogs as columns on global and regional politics in 8 leading regional newspapers.

•Self created a website on Wix to enhance the author brand. Suggested edits for improved knowledge graph on Google.

•Mentored young authors regarding the local publishing market.

*Selected Individual Projects:*

•Assessed the clarity of services offered by cvmaker.com in co-ordination with Anna Griazeva, their senior product designer.

•Content writing assignment for a tourism-related project 'Soul Stories' regarding Kashmir's architecture, natural wonders, Srinagar's landmarks, and Kashmir's history.

Jan 2015 – Apr 2024  
Srinagar, Kashmir, India

- Content writing project on Kashmiri walnuts for a local food magazine, Khyen Chen, managed by Kashmir Observer.
- Edited a prospectus regarding course information for a Kashmir-based government college.
- Wrote content assignments in Library Sciences (mini books and journal writing assistance for a UGC journal) for DentMed Research and Journals Private Limited based in Mumbai, India.
- Edited three essays for publishing and made three job advertisements for an Italian project consultant working for the governmental agency, AICS, Bogota.
- Tutored two UK master's students for their dissertation goals related to business and management.

#### **Operation Officer, Western Bainsano Group**

Jun 2014 – Nov 2014  
Abu Dhabi,  
United Arab Emirates

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

#### **Credit Cards Executive, Emirates Islamic**

Oct 2013 – Jan 2014  
Dubai, United Arab Emirates

- Found clients from business establishments and service sectors 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 the team leader's supervision, did brochure distribution at busy metro stations under the retail sales division.

## Education

**MicroMasters Program, Organisational Psychology, University of Canterbury. edX. UCx.**

Apr 2024 – May 2024  
[Online]

**MSc International Business, University of Hertfordshire**

Sep 2011 – Sep 2012  
Hatfield, England

**Bachelor of Commerce, University of Kashmir**

Mar 2008 – Dec 2010  
Hazratbal, Srinagar, Kashmir,  
India

**Higher Secondary Certificate, Tyndale Biscoe School**

2005 – 2006  
Sheikh Bagh, Srinagar,  
Kashmir, India

**Matriculation, Burn Hall School**

1992 – 2004  
Gupkar Road, Srinagar,  
Kashmir, India

## Certificate Programs

#### **The Strategy of Content Marketing**

Coursera, University of California - Davis (2023)

#### **Media Ethics & Governance**

Coursera, University of Amsterdam (2023)

#### **Global Diplomacy - Diplomacy in the Modern World**

Coursera, SOAS, University of London (2023)

#### **Local Economic Development**

Coursera, Erasmus University (2023)

#### **Design Thinking for Innovation**

Coursera, University of Virginia (2023)

#### **The Sustainable Development Goals - A Global, Transdisciplinary Vision for the Future**

Coursera, University of Copenhagen (2023)

#### **Global Energy and Climate Policy**

Coursera, SOAS, University of London (2023)

#### **Preparing to Manage Human Resources**

Coursera, University of Minnesota (2023)

#### **Global Diplomacy: United Nations in the World**

Coursera, SOAS, University of London (2024)

#### **Entrepreneurship Development**

ICSC, University of Kashmir (2008)

#### **Transmedia Storytelling: Narrative Worlds, Emerging Technologies and Global Audiences**

Coursera, University of New South Wales (2023)

#### **Global Politics**

Coursera, Università di Napoli Federico II (2023)

#### **International Leadership and Organisational Behaviour**

Coursera, Università Bocconi (2023)

#### **Communication Strategies for a Virtual Age**

Coursera, University of Toronto (2023)

#### **Brand and Product Management**

Coursera, IE Business School (2023)

#### **Business Sustainability in the Circular Economy**

Coursera, Royal Holloway, University of London (2023)

#### **The Finance of Climate Change**

Coursera, EDHEC Business School (2024)

#### **Six Sigma Principles**

Coursera, University System of Georgia (2023)

#### **Conflict Transformation**

Coursera, Emory University (2024)

#### **E-commerce**

ICSC, University of Kashmir (2009)

## Professional Development

**Foundations of Digital Marketing and E-Commerce, Google**

**SAP Professional Fundamentals, SAP**

**Agile Project Management**, *Google*  
**The Content Writing Course**, *Udemy*  
**Foundations of Project Management**, *Google*  
**Automation Business Analysis - Concepts and Principles**, *UiPath*  
**Digital Transformation with Google Cloud**, *Google*  
**Foundations of Business Intelligence**, *Google*  
**Creative Writing Masterclass: Start Writing Your Own Stories**, *Udemy*  
**Hollywood Film School: Film Making and TV Directing Masterclass**, *Udemy*  
**Corporate and Strategic Communication Skills for Managers**, *Udemy*  
**Process Improvement**, *Udemy*  
**Certified Performance Management Professional (CPMP)**, *Udemy*  
**Project Management Essentials**, *Udemy*  
**Fundamentals of Business Analysis**, *Udemy*  
**Management Consulting: Essential Training**, *Udemy*  
**Advanced Product Management: Vision, Strategy and Metrics**, *Udemy*  
**Customer Relationship Management (CRM)**, *Udemy*  
**Successful Negotiation: Master Your Negotiating Skills**, *Udemy*  
**Critical Thinking Strategies For Better Decisions**, *Udemy*  
**Master Class - Creative Problem Solving & Decision Making**, *Udemy*  
**Lean Six Sigma - The Fundamentals**, *Udemy*  
**Cloud Computing Fundamentals**, *Udemy*  
**Artificial Intelligence and Machine Learning for Business**, *Udemy*  
**Introduction to Digital Journalism**, *Reuters*

## **Attended Seminars**

**The Local CSR Industry**, *University of Hertfordshire - de Havilland Auditorium (2012) [On Site]*  
**Free Trade Opportunities and Compliance**, *Baker Mckenzie (2022) [Webinar]*  
**Competitive Strategy**, *Università Bocconi (2023) [Webinar]*  
**Risk Outlook 2024**, *Economic Intelligence Unit (2023) [Webinar]*  
**Get Started With Digital Advertising**, *Google Digital Garage (2023) [Webinar]*  
**Introduction to Intellectual Property**, *British Library (2023) [Webinar]*  
**The Top Challenges for Government CIOs in Transitioning to Digital Government**, *Gartner (2023) [Webinar]*  
**Boost Your Performance With Technology**, *Business Development Bank of Canada (2023) [Webinar]*  
**Skills for Future Business Leaders**, *AACSB (2023) [Webinar]*  
**Developing Credible Transition Plans**, *CDP (2023) [Webinar]*  
**Getting Projects Done Right**, *Harvard Business Review (2023) [Webinar]*

## **Degree Equivalence**

**US master's degree**, *World Education Services (WES), New York, USA*  
**Canadian master's degree**, *University of Toronto, CES, Ontario, Canada*  
**Bachelor's degree**, *Apostille Seal by Ministry of External Affairs, New Delhi, India*

## **Publications**

<b>The Trader of War Stories</b> , <i>Amazon KDP</i> 326 pages	26 Jan 2018
<b>Musings on Global Politics</b> , <i>Amazon KDP</i> 296 pages	26 Jan 2018
<b>Corporate Social Responsibility in UK Supermarket Industry</b> , <i>Amazon KDP</i> 106 pages	15 Feb 2018
<b>Reflections on the Changing World</b> , <i>Amazon KDP</i> 420 pages	01 Jul 2019

**The Vale Dweller**, Amazon KDP  
194 pages

21 Sep 2019

**Global Perspectives**, Amazon KDP  
316 pages

10 Mar 2020

**Globe Chronicles**, Amazon KDP  
482 pages

26 Nov 2021

**Globe Politics**, Amazon KDP  
242 pages

21 Dec 2022

**The Unkind Places**, Amazon KDP  
234 pages

04 Nov 2023

**Politics in the Contemporary World**, Amazon KDP  
187 pages

14 Apr 2024

## Skills

- Attention to detail
- Originality
- Management
- Editing software
- Accountability
- Organisation
- Conflict mediation
- Expert editing
- Oped writing
- Book formatting
- Digital marketing
- Problem solving
- Decision making
- Fact checking
- Research ethic
- Interpersonal skills
- Focus
- Public speaking
- Adept communication
- Flexibility
- Planning
- Blogging
- Self publishing books
- Motivated attitude
- Process improvement
- Adaptability
- Negotiation
- Creativity

## Volunteerism

**University of Hertfordshire (Course Representative)**, MSc International Business

I was a course representative for my MSc International Business course for full academic year between 2011-2012. The experience taught me time management, leadership, and evaluation. I was also part of an academic quality review with the head tutor of the course.

**Wall Magazine Club Member**, Burn Hall School

Wall Magazine Club was founded to prepare the best articles and paintings for the school's official billboard.

**Librarian**, Goodreads

As a volunteer, I can add and edit book data, and author data, add book covers, and combine different editions of books, and make edits to page counts, quotes or awards. I can also correct author profiles for authors not in the Goodreads Author Program.

## Media Interviews

**TV Interviews**, Gulistan News 24x7, Zee Salam

Srinagar, Kashmir, India

**Radio Interviews**, Big 92.7 FM, Red FM, All India Radio, FM Tadka

Srinagar, Kashmir, India

## Interests

Reading, Netflix and Amazon Prime, Photography, Music, International football and cricket

## Declaration

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



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**Naveed Qazi**  
Srinagar, Kashmir