

SHAHBAZ TARIQ

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Academic Qualification

2021- Countine	Ph.D. (Scholar) Management Sciences , Hamdard University Islamabad
2014-2017	MS (Management Sciences) , Federal Urdu University Islamabad.
2011-2013	Master of Commerce , Federal Urdu University Islamabad.
2009-2011	Bachelor of Commerce , Sarhad University (Comwave Institute) Islamabad, Pakistan.

Job Experience

With over 13 years of experience in content creation and strategy, I excel in leading creative teams, crafting compelling narratives, and driving impactful content strategies. Skilled in SEO, audience analysis, and content innovation, I deliver engaging, high-quality materials that align with business objectives, enhance engagement, and foster organizational growth.

Webgeniesoft private Ltd.

Director – Creative Content Strategy

March 2023 – Dec 2024

Responsibilities

- Develop and oversee a comprehensive content strategy aligned with business goals, target audience needs, and brand vision.
- Conduct competitive analysis and market research to identify trends and opportunities for innovative content creation.
- Lead and inspire a team of content creators, writers, editors, and designers to deliver high-quality, engaging, and innovative content.
- Oversee the end-to-end content production process, from ideation to execution, ensuring timely delivery of projects.
- Ensure all content adheres to quality standards, brand voice, and creative vision.
- Integrate SEO best practices into the content strategy to drive organic traffic and improve search engine rankings.
- Explore new content formats, platforms, and technologies to enhance audience engagement and brand storytelling.
- Deeply understand the target audience through data analysis, surveys, and feedback to create resonating content.
- Identify gaps in current content offerings and develop strategies to address unmet audience needs.
- Allocate resources effectively across teams and projects to meet deadlines and objectives.
- Build and maintain relationships with external content partners, agencies, and freelancers.
- Recruit, train, and mentor a high-performing team of content professionals.
- Establish and track team performance metrics, fostering accountability and excellence.

Friedrich Naumann Foundation- Islamabad

Senior Manager - Content Writing

October 2018 - Feb 2023

Responsibilities

- Craft engaging, persuasive, and high-quality content for a variety of purposes, including advertising, marketing, technical documentation, and educational materials.
- Adapt tone, style, and structure to meet specific audience needs, ensuring alignment with brand voice.
- Simplify complex concepts and translate them into clear, concise manuals, guides, and instructional content.
- Create user-friendly content for diverse audiences, ensuring accessibility and ease of understanding.
- Review and edit content to ensure grammatical accuracy, clarity, and adherence to organizational style guides.
- Provide constructive feedback to junior writers and contributors, enhancing the overall quality of content.
- Shape and polish content to align with strategic goals and audience expectations.
- Collaborate with stakeholders to develop and implement content strategies that align with business objectives.
- Conduct audience analysis to identify content gaps and opportunities.

Centre for Peace and Development Initiatives

Technical Content Writer

Sep 2017 – Sep 2018

Responsibilities

- Write content that promotes our products and services
- Conduct in-depth research and convey findings with accuracy
- Revise and edit content before publication
- Stay current on marketing and general industry trends to augment content development
- Work with content strategists to build editorial calendars
- Collaborate with team members to ensure alignment and consistency in branding, style, and messaging

Code Maze

Content Writer

March 2011 - Aug 2017

Responsibilities:

- Completing writing projects, meeting deadlines and following content requirements in terms of style and project specifications
- Revising content whenever customers or clients request changes
- Helping create style guides or suggesting changes to ensure content is consistent and clear
- Working with customers to define their content needs
- Conducting research on any given topic
- Optimizing articles for SEO and accessibility
- Writing engaging content for blogs, ebooks, case studies, video scripts, infographics and other assets
- Identifying gaps in content and recommending new topics
- Editing content to ensure voice, grammar and style is on point
- Creating and scheduling posts for multiple social media channels
- Staying up to date on industry trends to support content development
- Distilling complex concepts and language into content that is easily understood
- Working closely with internal team members to ensure alignment and consistency in messaging, branding and style
- Managing and completing work on time for multiple content writing projects
- Working with content strategists to build editorial calendars

Blogs/Articles Work Samples

Name	Published Link
Pakistan's Economic Crossroads: Understanding Facts and Shaping Future Prosperity	https://fgp.org.pk/pakistans-economic-crossroads-understanding-facts-and-shaping-future-prosperity/
Strengthening academic trajectories	https://tribune.com.pk/letter/2254622/strengthening-academic-trajectories
Digital Cards in Pakistan: The Next Generation of Networking	https://smartvisitingcards.com/smart-visiting-card/digital-cards-in-pakistan
NFC Business Cards in Pakistan: Revolutionizing Networking	NFC Business Cards in Pakistan - Best and Cheapest Smart Visiting Cards
NFC Metal Cards in Pakistan: The Ultimate Solution for Digital Business Cards	https://smartvisitingcards.com/smart-visiting-card/nfc-metal-cards-in-pakistan

Research Work Samples:

Paper Name	Journal Name
Determinants of Fintech adoption in banking: The role of Technological literacy: Evidence from Pakistan	International. Journal of Technological Learning, Innovation and Development
Does FDI foster technological innovations? Empirical evidence from BRICS economies	Journal PLOS ONE PLoS ONE 18(3): e0282498 https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0282498
Corporate Governance and Firm's Financial Performance Nexus: Moderating Effects of Corporate Social Responsibility	Journal of Xidian University ISSN No: 1001-2400 - Volume 16, Issue 9, September-2022 http://xadzkjdx.cn/Volume-16-Issue-9-September-22/
Behavioural Finance: An Empirical Analysis of the Pakistan Stock Market	Journal of Xidian University ISSN No: 1001-2400 - Volume 16, Issue 2 http://xadzkjdx.cn/Volume-16-Issue-2-February-22/
Leverage, Ownership Structure and Firm Performance	Journal of Financial Risk Management ISSN Online: 2167-9541 10.4236/jfrm.2022.111002
The Role of Islamic Microfinance in Poverty Alleviation: A Case of Esaar Microfinance Program of HHRD-Pakistan	International Journal of Management Sciences and Business Research ISSN (2226-8235) Vol-7, Issue 8 http://www.ijmsbr.com/publications-of-ijmsbr/article/343/
A Business Process Analysis of Islamic Microfinance: Value Maximization and Social Capital Development in Pakistan	International Journal of Management Sciences and Business Research ISSN (2226-8235) Vol-7, Issue 8 http://www.ijmsbr.com/publications-of-ijmsbr/article/342/
An Investigation of Corporate Governance and Firm Performance after Revised Code 2012 in Pakistan	International Journal of Management Sciences and Business Research ISSN (2226-8235) Vol-7, Issue 7 http://www.ijmsbr.com/publications-of-ijmsbr/article/314/