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Lahore, Pakistan

asadaleem2004

EDUCATION

M.A. English

2018 - 2020

University of the Punjab

Bachelor of Arts

2013 - 2015

University of the Punjab

Faculty of Arts

2011 - 2013

Govt. College of Science

CORE SKILLS

- B2B, SaaS & Tech Content Development
- Copywriting Experience
- Strong Communication & Interpersonal Skills
- Team Collaboration
- Content Writing Related Training
- YouTube Script & Video Description Writing

REFERENCES

Will be furnished on demand

ASAD ALEEM

Technical Content Writer

PROFESSIONAL SUMMARY

As a results-oriented Content Writer with 5+ years of proven experience and an ability to transform complex technical concepts into engaging and easy-to-understand content for expert and non-tech readers, I have worked across B2B, eCommerce, insurance, SaaS, and transportation industries, writing for a number of renowned platforms like Forbes. Demonstrated experience in training writing interns via well-designed training programs.

WORK EXPERIENCE

SeeBiz Pvt. Ltd.

2023 - present

Executive Content Writer

- Collaborate with designers, developers, SEO specialists, and video editors to gather information and ensure content accuracy
- Edit, proofread, and revise content for clarity, grammar, style, and consistency per editorial guidelines
- Work on product updates to reflect product changes and evolving trends in the B2B market and technology
- Mentor interns and junior writers in well-structured training programs.
- Work behind the scenes on scripts and video descriptions for the company's YouTube podcasts.

SeeBiz Pvt. Ltd.

2022 - 2023

Associate Content Writer

- Developed and delivered high-quality technical content including product guides, social media posts, and hub articles for SeeBiz, a SaaS-based B2B marketplace
- Collaborated on team projects to write articles for renowned websites like Deliverect, Forbes, and Keyhole. Here is the link to the Forbes article:
 - <https://www.forbes.com/councils/forbesbusinessdevelopmentcouncil/2023/02/07/5-things-to-look-for-in-a-strong-wholesale-marketplace-partner/>

Legacy Books

2016 - 2020

Social Media Content Writer

- Wrote and designed content to promote new books and discount offers on the company's social media channels like Facebook and YouTube.