

Iftikhar Qadir

Senior Technical Writer & Full Stack Developer

Professional Summary:

I'm a passionate developer and technical writer from Grapevine TX, With Expertise involves brand development, website traffic growth, close liaison with the user interface, and a creative team to design and develop websites. With an energizing force in the workplace, I am able to manage multiple projects. While working under pressure in fast-paced, creative environments.

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<https://www.upwork.com/freelancers/iqadir>

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Experience:

Senior Technical Writer (2014–Present)

Freelance

- Wrote 60% of all end-user manuals for 9 flag ship products, including phones, tablets and technology platforms.
- Worked remotely with 25+ project management experts to build understanding of product operation best practices

Head of Customer Experience (July 2019–Feb 2020)

SoftwareONE

- Social media marketing strategy and execution
- Customer surveys and data trend analysis
- Interactive website management to generate more traffic
- Automating business operations including online curriculum, training documents, report card generation, lead management system

Digital Brand Development Head (Sept 2017–May 2019)

OrNsoft Corporation

- Develop and deliver compelling brand strategies, plans and campaigns to attract and retain the target customers in order to drive profitable long-term growth for them
- Obsessively drive creative excellence: encourage creative and media team to deliver first class work that delivers results, achieving brand and commercial goals in addition to gaining hearts and minds

- Lead brand Team (working across web design, web development, brand marketing, social, content), running performance to create a talented, hungry, high performing team
- Lead brand innovation: creating customer-centered propositions, working with product, operations and marketing team to bring to market and deliver material business success for the clients
- Underpin Brand Marketing budget according to the client's needs, ensuring spend comes in on budget and achieves target return on investment
- Leadership and delivery of activities to drive core business growth, as well as new product development (collaborating across functions, and bringing team together to work most efficiently)

Digital Account Manager (Nov 2012–Aug 2017)

Nuvento

- Provide day-to-day supervision and execution of client campaigns including but not limited to social media, community management, content production, online PR, partnerships, promotions and blogger outreach
- Work closely with the UI/UX Design Team to ensure campaigns are on strategy, on time and on target.
- Develop relevant social media plans and conduct research in relation to content strategy plans and competitor analysis
- Ensure consistency of messages across multiple networks
- Serve as day-to-day implementation manager for brands and businesses and ensure troubleshooting of issues as they arrive
- Ensure collaboration with other wings of Marketing Communications including search marketing, SEO, digital advertising, organic and paid promotional activities where required
- Create weekly social media status reports detailing key insights, top performing content, monitoring results and work with the analytics team to ensure proper tracking of metrics and produce reports according to client reporting requirements
- Offer key insights for improving social media strategies and delivering better ROI to brands
- Learn, understand and practice basic research techniques and methodologies and apply them to support development and execution of client campaigns
- Conduct required research to create materials that will serve to support business development opportunities

Senior Content Expert (Oct 2010–Nov 2011)

Corporatio

- Responsibly generating brilliant concepts as well as writing all types of marketing copy, as defined by the creative team, for online advertising and/or web content in collaboration with various departments that thrived on converting business strategies into effective marketing communications.
- Proficiently struck fine balance between retail and strategic writing, articulate different voices with conciseness to capture different audiences, willing to take ownership of projects, work closely with the art director in coming up with a visually and verbally compelling copy, and familiar with basic graphic issues.

Senior Content Development Manager (Feb 2002–Sept 2010)

Axact

Manager of global marketing content program for Axact Inc. and facilitating integrated content marketing by developing key themes and campaigns in conjunction with leadership teams. Also responsible for managing content development team that works with third party analysts and internal writing and design staff (i.e., creating white papers, case studies, eBook reviews, video scripts, marketing content, business communication collateral such as presentations, budgeting reports and press releases).

Education:

University:

The University of Texas at

Austin Courses: Computer Science

Technical Skills

- Technology knowledge
- Visual communication & Research
- Engaging writing
- Problem solving
- Understanding the audience
- Computer skills
- Troubleshooting
- Web development
- Technical skills
- Web design

Soft Skills

- Client management and sales facilitation
- Organic lead generation
- Front-end and UI/UX
- Devising and developing persuasive architecture, design strategies & content for websites
- Creating and editing an array of digital and print collateral, including magazines, newsletters, press releases, articles, corporate communications, videos, presentations, etc
- Training and heading a team of content writers
- Creating and managing public relations and publicity content
- High-level problem-solving and analytical skills
- SEO