



# I don't just write content. I get content right.

## Mahrukh Mohsin

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Leverkusen, Germany

I'm a does-it-all **Hybrid Creative with 8 years of experience** participating in all campaign stages, from concept to design to implementation and performance analysis

Here are (some of) the things I'm good with:

👉 Copywriting 🗣️ Social Media Management 🎨 Branding

🔍 SEO 🖨️ Graphic Design 🧑‍💻 Digital Strategy 📖 User Research

## Professional Experience



**Codenotary**  
Guardians of software™

Germany (Remote)

### Social Media Werkstudent

Aug '23 - Dec '24

- Designed website, landing pages, and various online assets
- Created slide decks, product visuals and design guidelines
- Wrote, reviewed, and managed blogposts independently



California, USA (Remote)

### Content Marketing Manager

Jan '22 - Feb '23

- Set up SEO and organic/paid strategy for all channels
- Developed internal and external branding material
- Wrote copy for website, newsletters, blogposts and more



Karachi, Pakistan

### Brand Manager

Jul '21 - Dec '21

### Content & Communications Manager

Mar '20 - Jul '21

- Revamped brand with increased engagement across socials
- Executed nationwide campaigns from idea to delivery
- Led team of ten in Content, Design and Growth/SEO



Karachi, Pakistan

### Program Associate

Aug '19 - Mar '20

### Content & Operations Associate

Dec '17 - Jul '19

- Ran startup incubation program in partnership with Google
- Organised [Pakistan's biggest startup conference](#) for 3 years
- Wrote copy for social media, proposals and impact reports

## Freelance & Personal Projects

### Small Business Owner/One Woman Army

Designed 40+ stationery products, managed social media, sales, operations, retail distribution, and sold 1000+ articles

### Startup Strategy Consultant

Worked with 100+ startups on digital content strategy, social media calendars, market research, website structure/copy, in-depth SEO strategy and investor pitches and pitch decks

### Personal Blog

Started an Instagram blog with 11,000 followers and over 200 posts about my life experiences, and short stories/flash fiction

## Internships



### Art Director + Copywriter

April '24 - Sept '24

Düsseldorf, Germany



### Art Director + Copywriter

Oct '24 - Dec '24

Tokyo, Japan

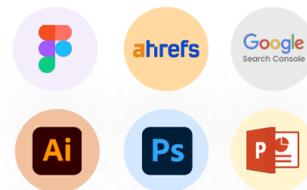
## Education

MIAMI AD SCHOOL EUROPE

### Creative Diploma in Copywriting & Art Direction

April '23 - April '25

## Softwares



## Writing Samples

[Video copy](#)

[Research articles](#)

[Technical articles](#)

[Press releases](#)

[Creative writing](#)

[Personal blog](#)

## Languages

**English** - Native

**Urdu/Hindi** - Native

**German** - A1-ish?