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as

SKILLS

Canva, MS office - Excel,
Word & Power point

Operating
systems: Windows XP, 7,
8 & 10

Excellent written and
communication skills

Proactive at works

Organize and plan
events

LANGUAGES

ENGLISH



HINDI



ARABIC



MALAYALAM



INTERESTS

Photography

Music

MUHSINA ABBAS

JOURNALIST

Post Graduated Journalist Professional with 5 Years of Experience in UAE and India

WORK EXPERIENCE

CONTENT WRITER - E-COMMERCE DEPT.

ACE - AL FUTTAIM

05/2021 - Present

Dubai, UAE

Achievements/Tasks

- Write clear marketing copy to promote products
- Prepare well-structured drafts using Content Management Systems
- Conduct simple keyword research and use SEO guidelines to increase web traffic
- Research and compile informative product buying guides to influence purchasing decisions
- Participate in team meetings and product trainings
- Communicate with the Studio and E-Commerce departments to complete projects on deadline

CONTENT EDITOR / DIGITAL MARKETER

TECHx MEDIA

09/2019 - 05/2021

Dubai, UAE

Achievements/Tasks

- Manage social networking sites
- Carry out social media campaigns
- Planning and crafting monthly social media calendar
- Prepare social media marketing reports with the respective analytics
- Edit the news content that PR agencies provide
- Monitor and review articles published on news portal and social media accounts to ensure they are error-free
- Explore and prepare appropriate content for the social media

WEB JOURNALIST

MEDIA ONE TV

02/2017 - 05/2019

Kerala, India

One of the top five TV channels of Kerala

Achievements/Tasks

- Handle the channel website and publish content
- Investigate and prepare articles on current affairs
- Generate creative content
- Translate news and articles from reliable national and international news portals (from English to Malayalam and from Hindi to Malayalam)
- Interview sources for valid news
- Create video stories
- Manage social media platforms, post content and analyse traffic

EDUCATION

Master of Communication and Journalism (MCJ)

Thunchatthezhuthachan Malayalam University, Kerala, India

2014 - 2016

PG Diploma in Advertising

Thunchatthezhuthachan Malayalam University, Kerala, India

BA Functional English

University of Calicut, Kerala, India

2011 - 2014