

Kausar Azam

Freelance Graphic Design & Marketing Communications

hopefulcreative@gmail.com

Summary

A design and communications geek who takes joy in helping businesses and nonprofits communicate their message with visuals and words that boost and bloom their presence online!

Experience

Freelance Graphic Design, Social Media Management & Content Curation at Hopeful Creative

July 2014 - Present (2 years 4 months) (Self-Employed)

Personable graphic design, social media management, and creative solutions for businesses and nonprofits.

Social Media Management and Design at ZOWD Cultural Establishment

December 2015 - March 2016 (4 months) (Freelance)

- Managed all relevant social media channels for ZOWD with daily content creation and curation (Facebook, Twitter, Instagram) via a custom strategic plan specific to the organization's goals
- Designed visuals for social media channels while maintaining brand identity
- Managed the online community by regularly engaging with followers
- Achieved target numbers for growth set for the 3-month period as planned
- Engaged in relationship building with respective social media influencers in the industry leading to multiple offers for collaboration

Communications Specialist at HOPE - For Exceptional Needs

October 2014 - July 2015 (10 months) (Freelance)

- Created organization literature and other forms of communication
 - Created and designed multimedia marketing and promotional materials, both print and electronic such as flyers, social media graphics, presentations, videos, and more
 - Recommended and implemented official website improvement strategies and operation
 - Promoted organization activities products and services through public relations initiatives
 - Developed marketing communications campaigns
 - Created press releases, media relations content, and social media content
 - Conducted extensive media outreach
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Certifications

Social Media Certification

HootSuite University March 2014

Education

University of South Africa/Universiteit van Suid-Afrika

Bachelor of Arts (BA), Psychology and Communication Science (double majors), 2012 - 2016

International Indian School, Jeddah

Primary and Secondary Education, Humanities, 1998 - 2011

Activities and Societies: Editor at Vision Exclusive (Student Magazine)

Honors and Awards

Best Delegate - Sudan, Organisation of Islamic Cooperation

DAH MUN - Dar Al Hekma Model United Nations

April 2010

Best Delegate - Oxfam, Non-governmental Organisation

DAH MUN - Dar Al Hekma Model United Nations

2012

Best Position Paper - France, Historical Cabinet

DAH MUN - Dar Al Hekma Model United Nations

December 2014

Third Place (Table Topics), Annual Club Contest

Dar Al Hekma Toastmasters Club

December 2014

Category Finalist, Canva Cup

Canva

July 2016

Winner of the design for personal use category of #canvacup 2016: <https://twitter.com/canva/status/748658645500563457>

Organizations

Dar Al Hekma Toastmasters Club

October 2014 to March 2015

Languages

English

(Native or bilingual proficiency)

Hindi

(Professional working proficiency)

Arabic

(Elementary proficiency)

Urdu

(Native or bilingual proficiency)

Interests

Psychology, Education, Language, Communication, New Media, Online Media, Graphic Design, Photography, Reading, Islamic Studies, Positive Psychology, Spirituality, Cooking, Blogging, Public Speaking

Volunteer Experience

Graphic Designer at Ar-Rajaa The Hope Counselling Service

September 2013 - March 2014

Duties included assisting with graphic design needs while working with a team thereof.

Social Media Coordinator at Rayyan Institute

August 2013 - August 2014

- Routinely updated Facebook page with latest information
- Engaged people on social media
- Created awareness of Deen on social media by posting useful tips and ideas
- Worked on marketing and outreach for the institute via Facebook presence
- Built and managed a "Quotes Database" for quotes used in social media
- Brainstormed marketing techniques and strategies

Co-founder and Co-head at The Literary Girls - A Book Club

July 2011 - Present

Females only book club in Jeddah, Saudi Arabia.

Vision and Purpose: To revive the beautiful act of reading in all it's endlessly beneficial and enlightening forms.

Successfully coordinated 15 in-person meet ups with book enthusiasts all over Jeddah.

Facebook Group: <https://www.facebook.com/groups/theliterarygirls>

Volunteer at Maryam Institute

June 2013 - December 2013

- Teaching Assistant (TA) [Summer Course 2013 and Preparing for Ramadan Course]
- Graphic Design helper [Fall Term 2013]

References & Portfolio

Available upon request