



FATIMA RAZI

CREATIVE ENTREPRENEUR,
TECHNOLOGIST, AUTHOR

FIVERIVERS TECHNOLOGIES

Content Strategist - OCT `22 to PRESENT

- Team lead of 6 e-publication service individuals
- Lead generation for CRM through Wix based sites
- Content creation (audios/visual) for social media distribution channels
- Social media marketing strategy
- Create and maintain E-publishing management systems through cross-platform marketing and sales
- Performing exhaustive research to gain in-depth knowledge of all customer personas
- Planning the editorial calendar and content proposition
- Collaborating with content management teams, creative teams, and writers to implement the strategy
- Overseeing writing style and tone for all content
- Developing editorial strategy, so content is consistent across all delivery platforms
- Conducting periodic content audits
- Tracking and calculating content ROI
- Ensuring that content strategy meets business objectives

LEGACY CONCEPTS

Freelance Consultant - MAY `13 to SEPT `22

- Freelance consultancy content creation, marketing, advertising, game art and design

KHALEEF TECHNOLOGIES

Art Lead (Gaming Division) - APR `20 to APR `21

- Team lead for game development department including, concept, game design, graphics, QA and deployment

GAMEVIEW STUDIOS

Principle CG Artist - APR `11 to APR `13

- Worked on the graphics for all major game titles including art, rigging, animation and concept

VELOCITY MARKETING & COMMUNICATIONS

Creative Director - MAR `09 to AUG `13

STANDARD CHARTERED BANK

Business Planning Manager CN - FEB `08 to FEB `09

VELOCITY MARKETING & COMMUNICATIONS

Manager Creative & Strategy - MAR `05 to FEB `08

CITIBANK NA

MIS Coordinator - MAR `04 to FEB `05

Someone described me perfectly in these words, “Writers are mutilated beings, burdened with the awful dichotomy of having only one life and the ability to desire a thousand.” I am an aspiring writer. An artist. A singing sensation in the making and a social doctor.

PORTFOLIO

Find all my work on my website and channels below.

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Lahore, Pakistan



PUBLICATIONS/BOOKS

“My bad”

ISBN 978-1961161115

Amazon / Kobo

“Dance of the Fallen Leaves”

ISBN 978-1961161092

Amazon

“The Ink Weave”

ISBN 978-1961161016

Amazon / Kobo

“Darklight Rose”

ISBN 978-1-5049-4016-2

Amazon

“Black Feathers”

ISBN 978-1-4969-8024-3

Amazon

SKILLS

Writing & SEO



Research



Design / Art / Animation



Project Management



Content Management



Lead Generation



Social Media Marketing



AI Driven Solutions



UNIVERSITY OF CENTRAL PUNJAB

BSc. CS. - SEPT 2000 to JUNE 2004

- Graduated on full scholarship with a running CGPA of 3.76
- Dean's list 2002, 2003 for maintaining a 4.0 GPA

LAHORE AMERICAN SCHOOL

High School

- Graduated Class of 1999

GARFIELD HIGH (USA)

AWARDS

- Selected as a scholar representing Virginia at the National Young Leaders Conference (NYLC) in Washington DC
- 2nd in Freestyle Swimming for State Wide Swimming Championship as a representative of Gar-Field High School
- Nominated as the 2001 AND 2000 World Champion Amateur Poet

LANGUAGES (Fluency)

- English (Reading, writing, speaking)
- French (Reading, writing)
- Urdu (Speaking)

REFERENCES

- To be furnished upon request