

MISHAL ALI ZAFAR

Digital Content Producer – Tech and Lifestyle
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PROFILE

Content producer with four years of experience in creating content for digital and print media. Experience working within SEO guidelines in an online CMS, and can produce quality content backed by focused research through proper and ethical sourcing. Experience conducting interviews and reaching out to sources through social media if needed.

Great at self-editing and flexible with direction and tone. Experience working independently and remotely, and can turn over quick, quality copy under short deadlines.

EXPERIENCE

Bustle Media Group

Staff Writer

April 2017 - Present

Creates and edits digital content within SEO guidelines through extensive research and interviews to provide factual and timely copy, including headlines and captions. Works within Bustle's CMS to create editorial and visual content, utilizing relevant visual media. Created seasonal product guides, listicles, and covered breaking news.

Pakistan News

Freelance Political Contributor

2016 - 2017

Produces political and cultural editorial content related to cultural issues facing Muslim and Pakistani-American communities in the Midwest. Covered community events and political fundraisers for the newspaper.

Chicago Lahore Sister Cities Committee
Freelance Content Collaborator
2009 - 2015

Created content and outlines for government collaborative projects. Conducted background research and design for media and presentations for community events and fundraisers.

SKILLS

- Marketing background adds perspective when creating and producing engaging stories.
- Tech savvy with a passion for emerging technology.
- Ability to select and implement relevant multimedia materials including photographs, social media posts, and videos into pieces.

EDUCATION:

NYIT, OLD WESTBURY, NY

MBA - 2013

Master's in Business, Marketing Major