

IMTIAZ KHAN

Copywriter & Scriptwriter | Brand Storyteller | Content Strategist

Contact: Chittagong, Hathazari, Bathua | +8801616227677 | mdimtiaz1237890@gmail.com

PROFESSIONAL PROFILE

Innovative copywriter with a proven talent for crafting compelling narratives that drive conversions and elevate brand presence. Combines analytical thinking from engineering background with creative storytelling to translate complex concepts into accessible, engaging content that resonates with diverse target audiences. Specializes in market trend analysis and adapting messaging strategies to align with evolving consumer behaviors. Currently balancing academic pursuits with a growing portfolio of impactful commercial writing projects. Seeking to leverage strategic thinking and persuasive writing abilities to create powerful marketing content for Shera International Group.

CORE COMPETENCIES

Content Creation | Brand Messaging | Script Development | Audience Research

Strategic Storytelling | Deadline Management | Collaborative Teamwork | Technical Translation

SEO Optimization | Content Analytics | Conversion Copywriting | Adaptable Voice & Tone
Market Trend Analysis | Consumer Behavior Research | Competitive Positioning | Data-Driven Messaging

PROFESSIONAL ACCOMPLISHMENTS

Market Research & Trend Analysis

- Conducted comprehensive market research utilizing both quantitative and qualitative methodologies to identify emerging consumer preferences and industry shifts
- Monitored competitive landscapes across multiple industries to identify content gaps and strategic messaging opportunities
- Analyzed social listening data to extract actionable insights about audience sentiment and trending topics

- Developed agile content strategies that anticipated market shifts, allowing clients to position themselves ahead of emerging trends
- Created trend forecasting frameworks that helped brands align messaging with future consumer expectations

Copywriting & Scriptwriting

- Scripted promotional videos that effectively communicated brand values while driving measurable customer action
- Developed versatile content across multiple platforms including social media (Instagram, Facebook, LinkedIn), email campaigns, and print materials
- Implemented SEO best practices in digital copy, improving organic visibility and search rankings for client websites
- Created concise yet powerful taglines and headlines that captured brand essence and sparked audience curiosity

Trend-Responsive Content Development

- Rapidly adapted content strategies to respond to shifting market conditions and evolving consumer behaviors
- Transformed complex market data into accessible content narratives that positioned brands as industry thought leaders
- Incorporated emerging cultural trends into brand messaging while maintaining authentic voice and positioning
- Developed content calendars aligned with predicted market shifts and seasonal consumer behavior patterns
- Utilized A/B testing methodologies to optimize message effectiveness based on real-time audience response

EDUCATION

Bachelor of Electrical Engineering (In Progress)

National Institute of Technology

Expected Graduation: December 2025

Engineering background provides unique analytical approach to marketing challenges, technical copywriting, and data-driven trend analysis

Higher Secondary Certificate

Quaish Burischer Sammilani High School

Graduated: 2021 | GPA: 4.17

Excelled in communication, technical subjects, and creative writing

MARKET INTELLIGENCE APPROACH

- Continuously monitor industry publications, trend reports, and thought leadership content
- Analyze competitor messaging strategies to identify market positioning opportunities
- Track consumer behavior patterns across demographic segments to inform targeting strategies
- Translate complex market data into actionable content recommendations
- Implement agile content frameworks that can quickly adapt to emerging market shifts

PROFESSIONAL APPROACH

- Deadline-oriented with exceptional time management skills and consistent delivery
- Flexible availability to accommodate project demands and changing priorities
- Strong work ethic with ability to thrive under pressure and maintain creativity
- Commitment to continuous improvement through research, feedback, and industry trends
- Detail-oriented with meticulous proofreading and quality control

Writing samples featuring trend-responsive content strategies available upon request