

Qurat Ul Ain (Annie) Siddiqui

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Work Experience

Line-up Writer & Producer, GlobalNews ***April 2025 - current***

Freelance with fulltime, regular hours

Toronto, Canada

- Write line-ups, and produce news stories and packages for television

Competencies acquired:

- Learned to work with **OpenMedia** content management software used in TV newsrooms
- Proficiency in **GrassValley Stratus** and **Edius** softwares for video management and editing

Content Editor, Kathari News ***June 2024 - Feb 2025***

Toronto, Canada

- Edit news stories and analysis pieces on topics related to the global energy transition, e.g. offshore wind, green steel, cap and trade markets, solar, nuclear, and geothermal energy
- Write summary analysis pieces on research and studies on said topics

Competencies acquired:

- Understanding dynamics of the global energy transition landscape, with particular focus on renewable energy and carbon markets

Writer, Director Journal ***April 2024 - June 2024***

Institute of Corporate Directors

Freelance — Toronto, Ontario

- Research and write for Dispatches section of the *Director Journal* magazine

Researcher, Office of Brand Integrity ***Jan 2024 - March 2024***

Deutsche Welle

Freelance — Berlin, Germany

- Carry out research on areas of interest
- Develop and write reports based on assessments from research findings

Competencies acquired:

- Extensive, structured research

Chief Manager (aka Deputy Editor), Dawn.com April 16, 2014 - July 2023

Dawn Media Group

Karachi, Pakistan

- Develop editorial direction for dawn.com
- Steer Dawn.com's collaborations with Deutsche Welle and VOA
- Set up life&style vertical images.dawn.com and opinion vertical Prism
- Set up Social Media operations for various Dawn brands, provide relevant policy direction
- Advise the Editor and Chief Digital Strategist on policy and operational matters
- Set up a Sponsored Content desk to cover branded content.
- Manage section editors, oversee coverage of major national news and events
- Operate as Dawn Media Group's focal person for the Asia News Network and for UN Women

Competencies acquired:

- Editorial brand development and integrated editorial planning across brands and platforms
- Proficiency in Flourish, Infogram, Canva, Google Analytics, Chartbeat, Mailchimp, Hootsuite, HTML5 and CSS3

Senior Multimedia Producer (same duties as Desk Editor; redesignation was part of structural changes in the company), Dawn.com July 1, 2010 — April 15, 2014

Dawn Media Group

Karachi, Pakistan

Desk Editor, Dawn.com March 1, 2009 — June 30, 2010

Dawn Media Group

Karachi, Pakistan

- Assign stories to producers and reporters and edit and vet stories on a daily basis
- Organise special coverage of elections in Pakistan and neighbouring countries
- Set up a dedicated Sports Desk

Competencies acquired:

- Analytics for website and social media
- Editorial planning and execution and team development and management

Assistant Officer (aka Sub-Editor), Dawn.com August 1, 2006 — Feb 28, 2009

Dawn Media Group

Karachi, Pakistan

- Edit news coming in from local and foreign news agencies and stories filed by reporters in light of group policy
- Report for the website and the newspaper

Competencies acquired:

- Copywriting, news writing, copyediting
- Reporting and fact-checking

Academic Background

<i>Year</i>	<i>Degree</i>	<i>Institute</i>	<i>Grades / GPA</i>
2005	M.A. (English Literature)	University of Karachi	A
2004	B.A. Hons.	University of Karachi	A