

Annie Siddiqui

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Work Experience

Writer, GlobalNews

April 2025 - current

Freelance & on-site

Toronto, Canada

- Write, produce and edit headline news, news stories and packages for the OTT stream

Competencies acquired:

- Learned to work with **OpenMedia, GrassValley Stratus and Edius** softwares

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