

# Annie Siddiqui

Location: Toronto, Ontario

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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](http://dawn.com)
- Steer Dawn.com's collaborations with Deutsche Welle and VOA
- Set up life&style vertical [images.dawn.com](http://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