

# Qurat Ul Ain (Annie) Siddiqui

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## Work Experience

### ***Content Editor, Kathari News***

***June 2024 - Feb 2025***

*Toronto, Canada*

- Editing 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
- Writing summary analysis pieces on research and studies on said topics

### **Competencies acquired:**

- 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 writing for the Dispatches section of the *Director Journal* magazine

### ***Researcher, Office of Brand Integrity***

***Jan 2024 - March 2024***

***Deutsche Welle***

*Freelance — Berlin, Germany*

- Carrying out research on areas of interest
- Developing and writing 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 editorial collaborations with Deutsche-Welle 2018 onward
- Set up life&style vertical [images.dawn.com](http://images.dawn.com) and opinion/blog 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
- Operated as Dawn Media Group's focal person for the Asia News Network and to UNWomen

**Competencies acquired:**

- Editorial brand development and integrated editorial planning across brands and platforms
- Recruitment
- Basic Flourish, Infogram, Canva, 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*

- Assigned stories to producers and reporters and edited and vetted stories on a daily basis
- Organised special coverage of the elections in Pakistan and neighbouring countries
- Set up a Sports Desk with a dedicated section and social media handles

**Competencies acquired:**

- Analytics for site 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*

- Edited news coming in from local and foreign news agencies and stories filed by the website's reporters in light of group policy

- Reported for the website and sometimes for the newspaper

**Competencies acquired:**

- Copywriting/news writing, copy-editing
- 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