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www.linkedin.com/in/rasoolsarang
(LinkedIn)
sindhbadsailani.blogspot.com
(Personal)

Top Skills

press release
Blogger
Graphic Design

Languages

Urdu (Native or Bilingual)
Sindhi (Native or Bilingual)
English (Full Professional)

Honors-Awards

CASE Asia Pacific Advancement
Conference 2014
Public Relations Coaching Workshop
2007 Certificate
First Puran Award in Journalism

Publications

The Scourge of Unemployment
From herding buffalo to achieving
dreams - turning challenges into
stepping-stones for success
The Story of Edger Allan Poe
Flowers Never Weep
Life Under Thatchy Sheds

Rasool Bux Sarang

Communications Professional
Karāchi, Sindh, Pakistan



Summary

I have studied marketing, communications, language and literature, and worked in higher education, healthcare, advertising and mainstream media. I write compelling press releases, articles, blogs, and Wikipedia and social media content. I also design, edit, translate and proofread in English, Urdu and Sindhi.

Experience

Self-employed

Communications Specialist
February 2023 - Present (1 year 3 months)
Karāchi, Sindh, Pakistan

I write compelling press releases, articles, blogs, and social media content. I also design, edit, translate and proofread in English, Urdu and Sindhi.

Aga Khan University

17 years 11 months

Senior Manager

July 2018 - January 2023 (4 years 7 months)
Karāchi, Sindh, Pakistan

- Led AKU's communications on traditional and social media
- Managed Cision, Hootsuite and Falcon platforms

Media Manager

January 2015 - July 2018 (3 years 7 months)
Karāchi, Sindh, Pakistan

- Led AKU's communications on traditional and social media
- Launched AKU's Twitter, Instagram, Facebook, LinkedIn and YouTube channels

Media Specialist

March 2005 - December 2014 (9 years 10 months)
Karachi

Media relations in Pakistan

JWT

Senior Proofreader

1998 - March 2005 (7 years)

Karachi

Proofreading and English/Urdu/Sindhi translation.

Privatisation Commission

Assistant

March 1996 - November 1996 (9 months)

Head Office, Islamabad

I worked as an assistant to the chairman of the Privatisation Commission of Pakistan at the head office in Islamabad as well as at the camp office in Karachi.

Ibrat Group of Publications

Editor, Weekly Sindhu

1993 - 1994 (1 year)

Hyderabad, Sindh

Apart from editing, I also contributed as a writer for fortnightly Ibrat Magazine, monthly Hazaar Dastan, and weekly and daily Sindhu.

Education

ILMA University - Formerly IBT

MBA, Marketing and Advertising · (2009 - 2011)

University of Sindh

Master's degree, Economics · (1996 - 1998)

University of Sindh

Bachelor's degree, English Language and Literature, General · (1990 - 1993)