



# Muhammad Atif Aleem

Translator-Content Writer

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## ABOUT ME

My one word introduction is that I'm a Perfectionist, nothing less, nothing more.

Backed by a fiction and advertising background, I am a promising Translator and Content Writer with vast experience and in-depth knowledge of contemporary trends.

Being trilingual, I'm equally proficient in English, Urdu, and Punjabi.

## EXPERTISE

- Translation English-Urdu
- Ad Copy
- TVCS & DOCUMENTARY SCRIPTS
- Blog & Article
- Storyboards
- Web Content
- SHORT FILM & DRAMA SCRIPTST

## REWARDS

SO FAR, 6 M.PHIL LEVEL THESISSES  
ON MY FICTION  
BY ACADEMIA IN PAKISTAN

## LANGUAGES

ENGLISH

URDU

PUNJABI

## EXPERIENCES

**Enhancerz Ads, Islamabad |**  
**March 2022- July 2023**  
**Creative Director**

Heading the creative department and doing, supervising Advertising related jobs including Translation and Production.

**M. Com Advertising, Islamabad |**  
**Jan 2012- Feb 2022**  
**Sr. Creative Manager**

Heading the creative department of This Islamabad-based advertising agency. Content Writing, Advertising Campaigns, Translation, Production of Documentaries and TVCs

## EDUCATION

Masters in Urdu | 1988-1990

University of The Punjab, Pakistan

Bachelor Degree | English Literature

## Fiction Writer and Poet

AUTHOR OF 3 NOVELS, 2 ANTHOLOGIES &  
NON-FICTION BOOK: "YOGA FOR  
YOUTHFULNESS

## BACKED BY 22+ YEARS IN ADVETISING

Creative and Motivated  
With Client Friendly  
Approach

Powered by the Secrets of  
Written Words and Out of  
the Box Approach