

MARYAM RAFIQ

CONTENT & COMMUNICATION SPECIALIST

I'm a committed and adaptable professional with a strong foundation in Clinical Psychology, content creation, and team leadership. My varied experience has helped me become a clear communicator, a good listener, and someone who can organize tasks and people with confidence. I thrive in roles that require client-facing communication, process management, and content strategy, and I bring a mix of clear thinking and creative ideas to the table.

AREAS OF EXPERTISE

Client Communication & Relationship Management, SEO & Academic Content Writing, Leadership & Coordination, Content Strategy & Planning, Mental Health Education & Awareness, Research Skills, Project & Time Management, Training, Supervision, Microsoft Office Suite (Word, Excel, PowerPoint)

WORK EXPERIENCE

Night Shift Team Lead – Writing Department **Develop Together Pvt Ltd.**

Remote Night Shift | July 2024 – Present

- Lead a team of writers to manage daily tasks in the writing department.
- Delegate tasks, manage portals, and ensure timely delivery of quality content.
- Train new employees and monitor their progress
- Improve workflows to boost efficiency and output.

Research Content Specialist (Writer) **Develop Together Pvt Ltd.**

Onsite | Oct 2023 – July 2024

- Specialized in writing SEO content, blog posts, and academic guides tailored for international audiences.
- Breaking down complex topics into reader-friendly content and collaborated with clients to revise content to match their tone and goals.

Internee Clinical Psychologist **Benazir Bhutto Hospital**

Aug 2022 – Oct 2022

- Worked in both in-patient and out-patient settings to assess and treat mental health issues.
- Conducted psychological assessments, case formulations, and therapeutic interventions.
- Developed patient-handling and listening skills under high-pressure situations.

Mental Health Awareness Campaign – Schools 2019 – 2020

- Conducted mental health awareness sessions for school students in collaboration with Quaid School System & Happy Deal English School.
- Focused on early detection, stigma reduction, and emotional well-being.

EDUCATION

BS Clinical Psychology

Foundation University, Rawalpindi Campus

2018 – 2022

FSc Pre-Medical

Global College System

2015 – 2017

Matriculation (Science)

F.G. Sir Syed Girls Secondary School

2015

RESEARCH & PUBLICATIONS

- **Yawar, R., Aqeel, M., Rafiq, M., et al.** (2022). *Development and psychometric properties of Fear of Rejection Scale (FRS): Measuring social and interpersonal rejection among young adults in Pakistan. International Journal of Human Rights in Healthcare, 15(3), 288–304.*
- **Yawar, R., Khan, S., Rafiq, M., et al.** (2024). *Aging is inevitable: Understanding aging anxiety and quality of life with the mediating role of self-esteem in adults. International Journal of Human Rights in Healthcare, 17(2), 170–185.*