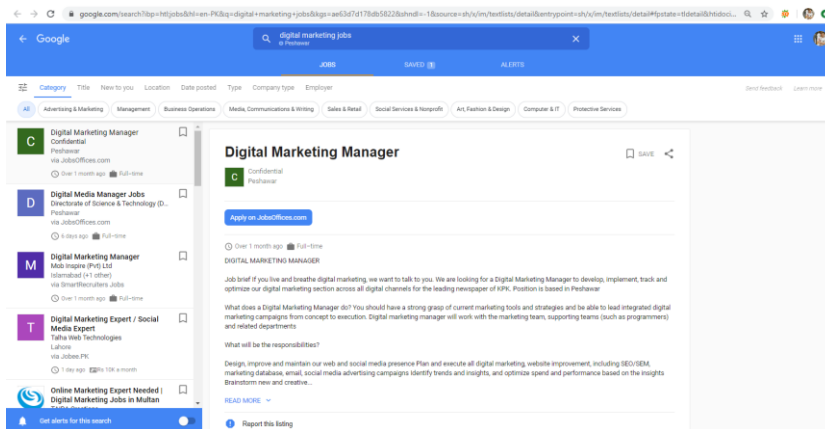|		
Name	**:**	**Ammer Afaq**
ID	**:**	**15903**
Subject	**:**	**Writing & Presentation Skills**
Teacher	**:**	**Rizwana Iqbal**

Question:

Find an ad for a position in your field of interest. Use Newspaper Help Wanted ads or a listing from your school's placement service. On the basis of the ad, decide which of your skills and experiences you should discuss to convince the firm that you are the person for the job. Create a traditional resume.

Job link:

https://g.co/kgs/YeEvRz

This job ad is taken from Google Jobs

Resume:

AMMER AFAQ
Digital Media Marketer

PERSONAL BACKGROUND

I am a digital native and a champion of social media tools and technologies, with a track record of creating and implementing successful Digital Media Programs.

ACHIEVEMENTS

- One of the leads in a viral campaign of Jal Band.
- Helped company accounts attain verified status
- Maintained 100% response rate for a month

GET IN TOUCH WITH ME

Home: 123-456-7890
Cell: 0342-9850458
Email: ammer.afaq@gmail.com
Facebook: @afaqaltaf87
Instagram: @afaq_a_awan

WORK EXPERIENCE

Digital Freelance Marketer

- Managed online campaigns for various clients, effectively driving brand awareness and engagement
- Increased traffic to social media accounts by 50%

Social Media Manager

- Helped the brand achieve a strong social media presence by handling day-to-day inquiries
- Assisted in developing concepts with viral potential

SKILLS

- All basic to advanced settings of Laptop/PC
- Digital Marketing
- Video Animation (2D/MotionGraphics)
- Graphic Designing
- Video Editing
- Voice Over Acting
- Audio Editing

CERTIFICATION
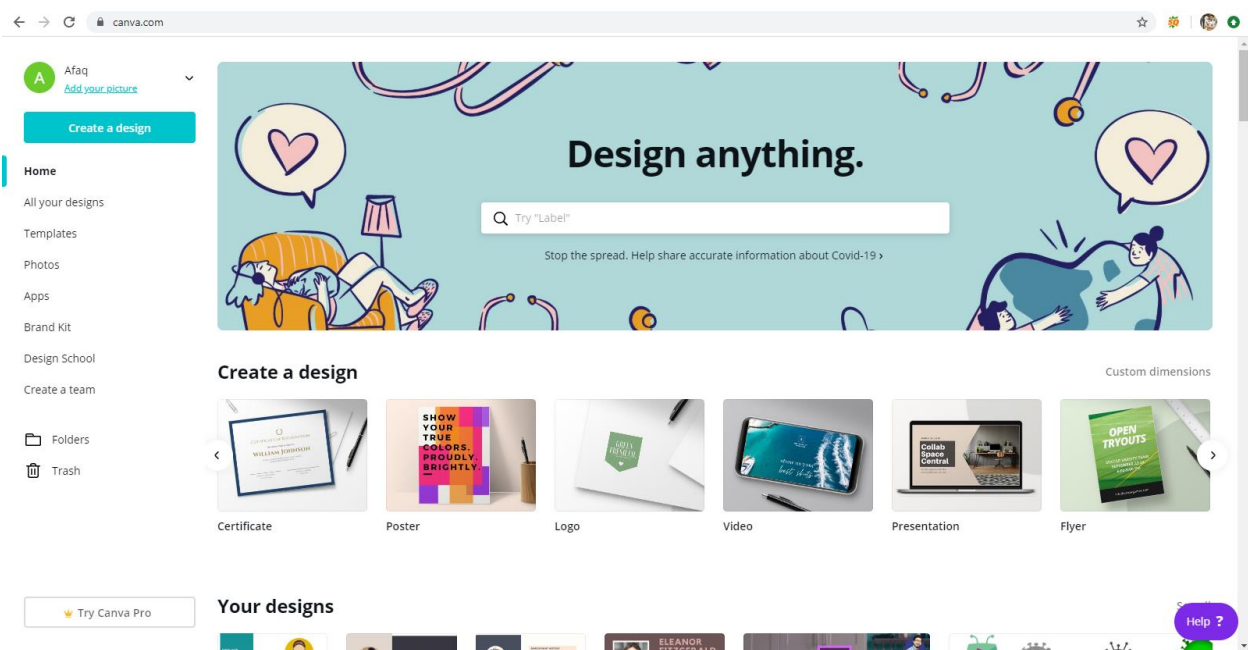
Certified By Google Digital Garage in Digital Marketing.

(Resume Designed in CorelDraw)

Question:

Analyze a Website to determine how it fills the characteristics of Technical Writing.

Website Interface:
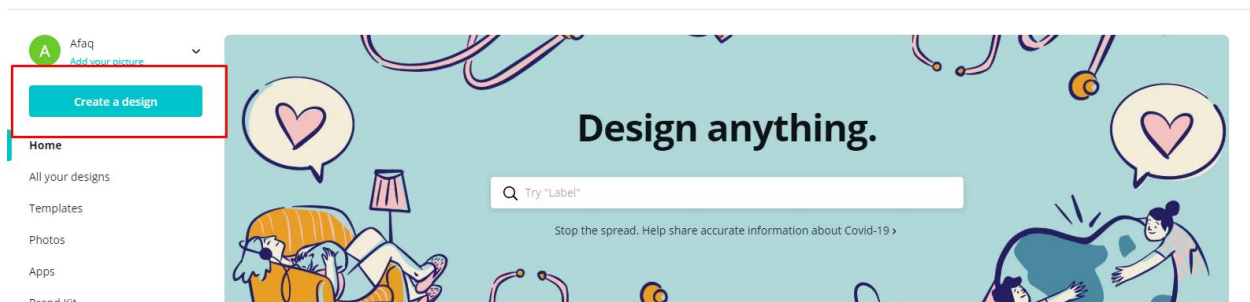
www.canva.com

Canva is a website for online designing and it has many options that are technically written to guide the users. Some of them are:

Search Bar:

This search bar has a technical text of "try/label" which is guiding the user that this bar is used to search for designs or templates

Create a Design:

A button that has the text of "Create a Design" is guiding that by clicking this button you can go to the studio for start creating your designs.

Other Action Buttons:

Some other option which are shown in the screenshot below are also technical writing. Every word has an action which leads the user to a new targeted page.

If things were written like "click here it will take you to the template page where you can find the pre-made designs" so it would be very lengthy & time consuming & options like "All the unwanted material are in this box which were removed and trashed from your account" could be so messy so a simple technical word of "trash" is written to show that all the trashed or deleted items can be viewed by clicking this icon.

Help Button:
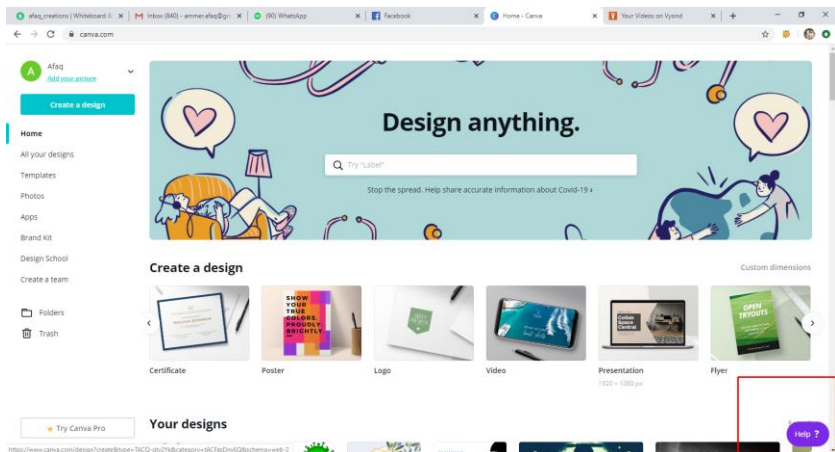
A button that leads to technically written blogs to guide the users regarding different problems occurring while creating a designs which may be FAQs or features which are announced newly on the web.

< Design from scratch   ×

Design from scratch

Choose how you want to create designs from scratch:

Use custom dimensions

1. Click **Create a design** from the editor side panel.

2. Select **Custom dimensions**.

3. Enter the **width** and **height** that you want for your design (at least 40px and not more than 8000px).

4. Indicate if the dimensions you entered are in pixels, inches, millimeters, or centimeters by clicking the **dropdown menu**.

5. Click **Create design**.

When creating designs that you plan on printing, we suggest using CMYK colors to help ensure that it's printer-friendly. We also advise this for Canva Print orders.

Help ×

The Blog is written such a way that it is straight forward and clear cut & to the point so the user might find it easy to read and understand. These blogs have directions in bullets which are making it much reliable for the user to be guided properly step by step…

Question:

Write a paragraph about a concept you know well about Technical Writing Style. Use as many Nominalizations, Employ Parallelism and Passive voice combinations as you can. Then rewrite it by eliminating all those constructions.

Asia suffers less from COVID-19, why?

- **This paragraph is written through technical writings, where the writer has used passive voice, Normalization and Employ parallelism techniques.**

Corona virus is considered as an epidemic by medical experts. This virus has been spreading day by day. The whole world has been encountered by this pandemic which is why the term epidemic is used for it. The most destruction by this plague has been introduced in super power countries, especially in Europe. After the attention got by masses of different countries pertaining to this pandemic, the world's attraction moved towards Asia which has been saved up to high level. Two reasons are mentioned regarding Asian continent.

First foremost reason is that the people of Asia are raised in unhygienic environment that resist this virus with proper admiration. A famous proverb "Diamond cuts the diamond" fits here.

Second main reason of this low death rates in Asia is about high temperature. The power of COVID-19 is inversely proportional to hot temperature. European countries ranging temperature from 5 to 12 Celsius, which is virus admiring. Hence, this high temperature is blessing in disguise for Asians. Furthermore, medical experts are hoped to get rid of this epidemic, once the temperature reaches 35 Celsius above.

- **This second paragraph removes all the technical writing techniques and is a rewrite simple and lucid form of above content.**

Medical experts consider corona virus as an epidemic. The word epidemic we use when a plague or disease suffers almost everyone. This virus has encountered the whole world, therefore the experts use the term epidemic for it. This virus destroyed nearly the super power countries, especially European countries. When the people were attended about this virus from different countries, they were attracted by Asia content which is safer than other continents. There are two reasons of this safe side of Asia.

The first reason is the unhygienic environment. We raised here in such environment which made our immune systems use to it. Thus, our immune system admire to resist properly. The second reason of low death rates in Asia is that our temperature is high and which is hazardous for this virus. Continent Europe that has very low temperature and that is virus friendly. The medical experts are having hope to get rid of this virus, after when the temperature becomes high above 35 Celsius.