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CONTENT WRITER
SOCIAL MEDIA AND ACADEMIC CONTENT
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As a junior content writer, I have expertise in both academic and social media writing. Clarity, structure, and changing tone for various audiences are the main topics of my work. The writing samples I've chosen below show that I can produce both long-form and short-form content.

SAMPLE 1

SOCIAL MEDIA CAPTIONS (Hypothetical Makeup Brand, catered for younger adults)

Caption 1:

Some days it's skincare.
Some days it's eyeliner therapy.
Everyday it's letting your makeup shine!

Caption 2:

Wear it bold. Wear it soft. Wear it glowy.
Wear it for *you*

Caption 3:

Perfection isn't a shade-
but this one goes on well

Caption 4:

Dark eyes, pouty lips, perfect cheek tint.
Girl, get your collection right now

Caption 5:

Makeup that follows your lead.
Ready when you are.

SAMPLE 2

ACADEMIC WRITING

"The Role of Technology in Shaping Communication Among Young Adults"

As the world delves more into the web of social apps; Instagram, Snapchat. Our language and way of communication has become different from before, young adults being the age group where they are just "discovering" themselves and trying out new things to make sense of their life. They let social media content easily consume them. Technology has drastically changed how young adults communicate in recent years. Faster, more casual, and more frequent forms of communication have been promoted by digital platforms like social media, email, and instant messaging apps. The communication habits formed through continuous digital engagement are becoming more prevalent in professional settings, even though these changes are most noticeable in social and personal contexts. When entering the

professional world and start applying for jobs these young adults let their everyday communication style immensely affect their interactions with their superiors and colleagues.

In recent times the art of longer,detailed texts with great characteristics has been forgotten and shorter, to the point texts have been introduced. Short form content has taken over the world and thus short form communication has too. This generation likes to stay to the point, never getting in too much detail and just trying to get their point across. This has also greatly reduced formality. There are no proper introductions a basic hello at times is forgotten. When people think they are running out of time to become who they are, everything for them becomes a quick task to just get over with. Nobody really takes in importance the depth of feeling. Emojis and abbreviations have become common that whole sentences are conveyed through emoticons or two letters (gm instead of good morning) and all of this informal environment greatly affects communicating in a professional setting.

Casual language is used in emails, abbreviations, wrong grammar and even exaggerated literary tools are a part of basic job applications. The young adults have a very thin shred of patience and they also expect faster replies from agencies/companies this makes the line between personal and professional very blurred. Also making it difficult to adjust to a professional space, especially when advanced seniors go over applications the informal tone of language makes them reconsider their candidate. However with this form of communication has some benefits such as; faster collaboration, ability to work with digital tools e.g social media content, Teams and emails. With the rise of remote work in the younger generation this fast and direct approach to conveying really aids their work experience.

In conclusion, young adults' communication patterns have been significantly shaped by technology, which has an impact on both personal and professional interactions. The extensive use of digital platforms has promoted speed, informality, and continuous connectivity, all of which have benefits and drawbacks for the workplace. Young adults often show strong digital adaptability and ability with online communication tools, but these advantages must be matched by an awareness of professional tone, clarity, and context. Developing digital professionalism is still crucial for productive interaction in modern workplaces as communication continues to change in accordance with technological advancement.