

SEO Expert & Writer

Experienced Content Writer and SEO Expert with a strong portfolio of writing across various niches including marketing, health, and technology.

Proficient in on-page and off-page SEO, content creation, keyword planning, and social media marketing.

Demonstrated success in achieving high search engine rankings and engaging online audiences

Career Experience

Part Time Writer at EASTERN TECH , RAWALPINDI

August 2023 — Present

A Software company launched by Eastern Highway

- Focus on creating SEO-optimized content, service pages, product pages, and on-page and off-page blogs.

Content Writer & Publisher at ONLINE GURU, RAWALPINDI

March 2023 — Present

A Canadian Company with a Off-shore office in Rawalpindi

- Worked as an SEO writer and publisher for Canadian clients using the WordPress CMS.
- Updated and optimized previously written blogs to improve search engine performance.
- Product description pages For the Automotive Industry
- Informational Blogs for an Automotive firm located in Canada
- Written SEO-friendly blogs for a restaurant's directory website, location, and service pages.
- Islamic Content for Canada's Muslims

Remote SEO Writer at Arrant Services , Karachi

March 2023 — August 2024

A US Based Company - Arrant Construction, Arrant Services & Arrant Luxury

- Part-time content writer for a US-based company, producing high-quality SEO-optimized blogs.
- Created engaging LinkedIn content to enhance company visibility.
- Wrote on-page and off-page blogs to improve search engine rankings.
- Developed marketing emails to support promotional campaigns.
- Conducted keyword research and integrated SEO best practices into content creation.

Islamic Writer at DYNAMOLOGIC SOLUTIONS, Remote

March 2024 — April 2024

A SOFTWARE COMPANY WITH MORE THAN 200 EMPLOYEES

Worked as an SEO Blog Writer & contributed my skills in the following:

- SEO optimized content
- SEO blogs
- Service pages
- Category and sub-category pages
- Silo structure
- E.A.T
- Keyword Analysis
- PBN
- Keyword Research
- Copywriting

Freelancer at Freelance Projects

September 2018 — December 2023

Worked for several and showcased my skills in the following fields:

- SEO Writing
- Copywriting
- B2B writing
- Creating content strategy
- Content Publishing
- PR Writing
- On-Page SEO
- Link Building
- Readability Improvement
- Outreaching
- E-mail Writing
- Social Media content writing
- E-book writing with Ayloti
- News Writing for Pakistan News International

Remote Content Writer at THE RED SOLUTIONS

May 2020 — September 2020

A Karachi Based Company

Worked as a SEO writer to write Search Engine Optimized content for their clients.

Blog Project at THE PLANET TODAY

September 2018 — December 2022

Worked as SEO Expert And Writer

- Content Writer & SEO Expert
- Developed and managed a blog with over 476 search engine-optimized articles.

- Achieved a MOZ DA Ranking of 29 with 37 ranking keywords.
- Designed and created WordPress websites, ensuring SEO best practices.
- Built and maintained quality backlinks to enhance site authority.
- Planned and executed comprehensive social media marketing strategies.
- Conducted thorough keyword research to identify target phrases.
- Implemented both on-page and off-page SEO tactics to improve search engine rankings.
- Analyzed website performance using Google Analytics and Search Console to guide content strategy
- Improved website traffic by implementing effective SEO strategies and keyword optimization.

Blog Project at TECH BITS TODAY Blog

December 2020 — December 2022

- Developed and managed a tech blog with a MOZ DA ranking of 19 and over 100 quality backlinks
- Published over 100 articles focusing on the latest technology trends and news.
- Designed and created WordPress websites to improve user experience and SEO.
- Built and maintained backlinks through guest posting and link building strategies.
- Conducted keyword planning and implemented SEO strategies to improve site visibility.
- Analyzed site performance and optimized content for search engines using tools like SEMrush and Ahrefs.

Remote Blog Writing Project at Life in Saudi Arabia , Saudi Arabia

September 2017 — September 2018

- Contributed to over 100 news articles covering current events in Saudi Arabia
- Authored over 50 informational blogs on various topics including lifestyle, travel, and culture.

Education

Matric , March 2004 — August 2006

Mr Cabin Public High School , RAWALPINDI

Faculty of Arts (FA), September 2008 — September 2010

Govt Viqar-Un- Nisa College , Rawalpindi

Bachelor of Arts (BA), September 2008 — September 2010

Punjab University

Masters in English , January 2019 — January 2021

Sargodha University

Areas of Expertise

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|-----------------------------|--------------------------|--------------------------|
| • Microsoft Excel | • Computer Skills | • Microsoft Office |
| • Ability to Work in a Team | • Communication | • Multitasking Skills |
| • Google Tools | • Wordpress | • SEO |
| • Copywriting | • Blogging | • Video Editing |
| • Data Analytics | • Digital Marketing | • Social Media Marketing |
| • CMS Management | • Proofreading & Editing | |

Tools Learned

Google Analytics

Semrush

Ahref

Natural Language Processing NLP

SEO Minion

Trello

Google ASANA

Microsoft Planner

Google Keyword Planner

AIPRM

Google Search Console

Jasper

ChatGPT

Microsoft Office Tools

Grammarly

Adobe Photoshop

Adobe Premier Pro

Affiliations

Digital Marketing
Search Engine Optimization