



Sidra Babar

Content Writer

Objective: To obtain a respected designation at a reputable firm.

Resume Summary: Writer with extensive expertise in writing screenplays, articles, blogs, and landing page copy; writer who is results-driven and energetic. demonstrated an in-depth understanding of the dynamics of the market while also specialised in a wide range of topics pertaining to the real estate sector. Ability to work well with people in a team atmosphere; contributes to increased website visibility and traffic through the creation of high-quality content for social media platforms and on-page search engine optimisation techniques.

Experience

📞 03495670994
✉️ sidra.babar25@gmail.com
👤 Muslim, Pakistani, Single
📄 Urdu: C1, English: B1,
Punjabi: B2, Sindhi: C1
📍 Margalla valley, Bhara Kahu

Education

B.ED 2021

Allam Iqbal Open University

MA, International Relation 2018

Federal Urdu University of Arts,
Sciences & Technology

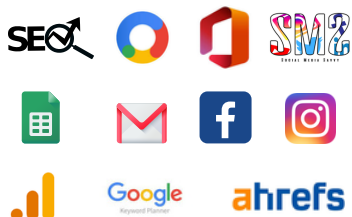
B.A journalism

University Of Punjab

Competencies

- Communicative
- Adaptable
- Creative Thinking
- Time Management
- Leadership
- Collaborative
- Critical Thinking
- Empathetic
- Teamwork
- Optimistic
- Progressive and Aggressive
- Influencing Skills
- Mentorship and Support
- Initiation of New Ideas

IT Endorsement



Content writer & Script Writer (1 Year)

ES Group

As Content Writer Responsibilities:

- Collaborate on diverse projects like Sehat Gold Card, SS Marketing, Ahbab Bakers, IFAP, and Aqlaal Advocates.
- Generate compelling content for websites, blogs, and marketing materials.
- Craft engaging scripts for video content and advertisements, ensuring unique storytelling.
- Conduct keyword research and implement on-page SEO strategies for improved rankings.
- Understand client needs and deliver brand-aligned content, maintaining consistency across platforms.

A scriptwriter Responsibilities:

- Collaborate on projects including Sehat Gold Card, SS Marketing, Ahbab Bakers, IFAP, and Aqlaal Advocates.
- Craft unique scripts for video content and advertisements, focusing on impactful narratives.
- Develop compelling characters & authentic dialogue to enhance storytelling.
- Adapt existing content while maintaining client-specific themes for screenplay format.
- Collaborate with directors, producers, and stakeholders to align scripts with project vision and meet deadlines.

Content writer & Script Writer (1.5 Year)

Wirasat.com (Real Estate Company)

As Content Writer Responsibilities:

- Produced a substantial volume of scripts, articles, blogs, & landing page content.
- Successfully covered a diverse array of topics within the real estate industry.
- Collaborated with the marketing team to craft engaging social media content.
- Implemented effective on-page SEO techniques to boost website visibility & traffic.
- Ensured consistency & alignment with brand voice across all written material.



As scriptwriter Responsibilities:

- Created an extensive portfolio of scripts across various formats and genres.
- Specialized in developing compelling narratives for real estate-focused content.
- Adapted storytelling techniques to engage diverse audiences effectively.
- Collaborated with cross-functional teams, including marketing, to align scripts with strategic goals.
- Ensured unique and impactful storytelling in scripts, contributing to successful content outcomes.

Freelance Content Writer(1 Year)

3D Properties



Responsibilities:

- Crafted compelling content for property listings and promotional materials.
- Conducted thorough keyword research and implemented SEO optimization strategies for enhanced search rankings.
- Developed engaging and informative blog posts to enrich the company's website content.
- Collaborated with the marketing team to ensure cohesive brand messaging and consistency.
- Generated creative ideas for new content pieces, contributing to the overall content strategy.
- Monitored content performance, analyzed metrics, and made data-driven adjustments for continuous improvement.

Freelance Writer(1 Year)



PNC Solutions

Responsibilities:

- Initiated a career as a freelance writer, undertaking diverse projects and clients.
- Produced high-quality and tailored content to meet the unique needs of clients.
- Demonstrated adaptability by working on a variety of writing assignments spanning different industries & topics.
- Conducted thorough research to ensure accuracy and depth in content creation.
- Adhered to project timelines and communicated effectively with clients to meet their expectations.
- Maintained a keen eye for detail, ensuring the delivery of error-free and polished written material.
- Leveraged creativity to bring fresh perspectives to each writing project, meeting client objectives.

Technical Expertise

- | | | |
|-------------------------------------|---------------------------------------|--|
| • SEO Optimization | • Brand Messaging Consistency | • Time Management for Project Deadlines |
| • Keyword Research | • Freelance Writing Across Industries | • Real Estate Industry Knowledge |
| • Content Creation | • Thorough Research Skills | • Social Media Content Creation |
| • Blog Post Development | • Adaptable Writing Style | • Website Visibility Enhancement |
| • Landing Page Copywriting | • Content Performance Monitoring | • Creative Ideation for Content Strategy |
| • Scriptwriting for Various Formats | • Client Communication | • Data-Driven Content Analysis |
| • Narrative Development | • Error-Free Proofreading | |