

AWAIS ARSHAD
Creative Content Strategist

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PROFILE SUMMARY

A Computer Scientist turned Content Strategist with over 3 years of experience in driving businesses' growth through innovation, copywriting, data storytelling, and AI-driven SEO strategies. I blend UX, market research, and a fusion of creative & technical expertise to craft impactful brand narratives that captivate audiences across blogs, web & social media. Seeking opportunities to build something stunning with amazing people in the Biz realm!

PROFESSIONAL EXPERIENCE

Creative Content Strategist

92 DEVS

May 2024 – Present

- Developed various projects' organic Content Marketing from scratch; leveraged Market Research to create Buyer Personas, USP, SEO-optimized web content, semantic blogs, and UX copy — led to a 30% increase in organic traffic and a 25% rise in lead generation within 6 months.
- Crafted creative Social Media strategies with 300+ static posts & reels, and 70+ Ad copy - boosted engagement by 55% & followers by 35% across platforms.
- Conceptualized C2C SaaS products by strategizing business & content marketing approaches that successfully positioned to attract a large user base upon launch.
- Led a team and crafted 200+ creative scripts for YouTube, curriculum, and Ad purposes of various niches.

Business Plan Writer

CHISTY LAW CHAMBERS

Nov 2022 – Apr 2024

- Prepared 20+ successful B2B, B2C, and B2G Business Plans for UK Business immigrants in collaboration with Endorsing Bodies — achieved 33% user engagement.
- Analyzed client backgrounds in one-on-one meetings; connected them to ideal industries & substituted SMART, innovative & scalable product-market-fit solutions to bridge market gaps — boosted 40% client engagement.
- Optimized business operations & led Marketing team to refine Facebook ad targeting — captured 25% more leads.
- Authored web content for Citi Venture Group and more — captured 20% more reach.

Creative Content Writer

OCTALOOP TECHNOLOGIES

May 2022 – Oct 2022

- Pioneered content creation for dynamic NFT-based GameFi & Metaverse projects: game design, one-pagers, whitepapers, YouTube trailers, press releases, and articles through market research & trend analysis — uplifted 45% brand recognition.
- Managed X (old Twitter) microblogging with strategic hashtags & competitor analysis for Branding; crafted memes & sizzling media tagline copy — surged 50% leads.
- Built creative Brand narratives and storyboarded Comic books with scripting & directions — 3 publications reached over 1K readers worldwide.

Content Writer

CREATIVE MOVES

Oct 2021 – Apr 2022

- Wrote immense SEO-optimized blogs & Product descriptions for diverse SMEs & SMBs.
- Did proofreading, rewriting services, and produced infographic content for blogs.
- Performed various ON-page & Off-page SEO tasks with micro-niche & Keyword research.
- Produced many quality assignments and research-based articles.

EDUCATIONAL BACKGROUND

BS | Computer Science

Arid Agriculture University (UIIT)

2014 – 2018

SKILLS

Technical Skills:

- Creative Writing
- Articles & Blog Writing
- Marketing Strategy
- On-Page SEO
- Semantic SEO & NLP
- AEO & GEO
- Topical Clustering
- Off-Page SEO
- Storyboarding
- Micro Blogging
- Prompt Engineering
- Content Strategy
- Brand copywriting
- Market Research
- Scriptwriting

Soft Skills:

- Customer Focus
- Problem-Solving
- Teamwork
- Leadership
- Communication
- Critical Thinking
- Tech Savvy
- Analytical Thinking
- Adaptability
- Creativity
- Curiosity
- Lifelong Learning
- Innovation
- Personalization
- Talent Management
- Business Acumen

TOOLS & TECHNOLOGIES

- SEO tools
- Google Docs, Sheets
- Canva
- Chat GPT
- AI tools
- Project Management

CERTIFICATIONS

- [Google Soft Skills Program](#)
- [How to Develop a Business Plan](#)
- [Digital Marketing](#)
- [Soft Skills Flagship](#)
- [Kids Career Workshop of Blind Girls](#)

| Training |
| Workshop |
| Course |
| Training |
| Workshop |

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