

Muryum Jamil

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[LinkedIn Profile](#)

WORK EXPERIENCE

Koalify (Garden Grove, TX) – Remote

Apr 2025-Present

Senior Digital Content Creator

- Lead SEO-driven content strategy, managing keyword research, topic planning, optimization, and publishing to drive organic growth (1.6K+ monthly traffic; 280+ ranking keywords).
- Develop and manage high-quality web and blog content aligned with organizational goals, search intent, and brand standards.
- Coordinate visual and digital assets to improve engagement, accessibility, and on-page SEO performance.
- Oversee content team workflows and performance, tracking analytics and keyword movement to refine strategy and scale high-impact content.

CopyScribe AI LLC (Montana, USA) – Remote

June 2023 – May 2024

Content & Marketing Writer

- Created 100+ SEO-optimized blogs, newsletters, and web pages for AI/ML SaaS products.
- Conducted keyword research and content optimization using SEMrush, Ubersuggest, and Google Trends.
- Supported email marketing and affiliate content initiatives, writing high-performing CTAs and subject lines to boost conversions.
- Designed AI-based visuals and creatives, and built custom GPT workflows to automate content processes and improve efficiency.

Wizspeed LLC – Remote

June 2022 – Apr 2023

Senior Content Writer

- Delivered SEO-optimized blogs, guest posts, product descriptions, and FAQs for tech and logistics clients.
- Performed keyword mapping and competitor analysis using Ahrefs to support content strategy.
- Maintained consistent brand voice across written assets and managed social media content for organic growth.
- Conducted in-depth research, collaborated with clients on messaging, and supported visuals using Canva for blog and social creatives.

GoodToGo – Remote

Nov 2019– Dec 2021

Content Manager

- Supervised a content team delivering lifestyle and travel content for a blog with 100k+ monthly visitors.
- Managed WordPress publishing, edited weekly posts, and ensured SEO compliance.
- Led the site's content calendar using Asana

Commodity Inside – Remote

Feb 2017 – Dec 2017

Research & Content Analyst

- Conducted primary data collection by interviewing active market participants and business owners to gather real-time insights.
- Analyzed both primary and secondary data to produce reports focused on metals and telecom sectors.
- Delivered industry-specific, data-driven insights used in market intelligence publications.
- Collaborated with the research team on Excel-based data modeling and visual reporting via Google Sheets.

Education

▪ Riphah International University – MS Project Management

2017-2019

▪ Fatima Jinnah Women University – Master's in Economics

2013-2015

Skills

• Content Writing & Strategy

Content Strategy · SEO Writing · Keyword Research · Search Intent Mapping · On-Page SEO · Blog & Editorial Writing · Web Content · Landing Page Optimization · Content Planning

• Tools & Platforms

WordPress · Google Analytics · SEMrush · Ubersuggest · Surfer SEO · Google Docs · Grammarly · Trello · Asana · Slack

• Collaboration & Research

Editorial Management · Competitor & Market Research · Content Editing · Proofreading · Cross-Functional Collaboration · Remote Team Communication

• Certifications

Digital Marketing (DigiSkills.pk, Jan 2023), SEO (DigiSkills.pk, Jan 2023), Digital Marketing (Digi Next, 2022)