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Objective

Aspiring to leverage data-driven SEO and digital marketing strategies to amplify brand visibility, drive growth, and create impactful online experiences.

EXPERIENCE

Freelance Writer | Fiverr

February 2021 - Present

- Delivered 200+ SEO-optimized articles and web copy across diverse industries including medical, automotive, fashion, telecom, e-commerce, and fintech.
- Maintained 4.9/5.0 star rating with 50+ 5-star reviews, specializing in keyword research-driven content creation and SEO optimization.
- Created tailored SEO content strategies based on competitor analysis and keyword difficulty assessment, ensuring maximum search visibility for client.

SEO & Content Consultant | Choosemaid.com

December 2024 - Feb 2025

- Led comprehensive on-page SEO optimization across the entire website, including meta tag refinement, heading hierarchy restructuring, and keyword placement optimization.
- Executed localized SEO strategy targeting UAE market, optimizing for location-specific keywords and implementing local schema markup to improve local search visibility.
- Performed content audits on 50+ existing blog posts, identifying optimization opportunities and implementing SEO best practices to enhance search rankings.
- Improved content relevance and keyword targeting to boost organic search visibility for nanny and baby care services in the UAE region.

SEO Content & Digital Marketing Associate | Web3 Solutions

July 2024 - August 2025

- Managed end-to-end SEO projects for 10+ clients across blockchain, healthcare, and SaaS industries, delivering technical SEO audits and optimization roadmaps.
- Developed and implemented structured keyword strategies, resulting in improved organic rankings and increased targeted traffic for complex technical topics.
- Collaborated with design and development teams to ensure SEO-friendly architecture, optimized URL structure, and mobile-responsive design implementation.
- Conducted competitive analysis and created detailed SEO strategy documents for B2B SaaS clients entering new markets

SEO Content Writer & Specialist | EMRChains

March 2023 - June 2024

- Created 80+ SEO-optimized articles covering decentralized medical records and blockchain technology, implementing advanced keyword research and on-page optimization.
- Transitioned from content writing to full on-page and off-page SEO, increasing domain authority from 8 to 32 DA within 12 months through strategic backlink acquisition.

- Built high-quality backlinks through targeted outreach campaigns and guest posting on industry-relevant publications, improving overall domain credibility.
- Improved organic visibility by 150%, establishing the site as a thought leader in blockchain healthcare solutions

Amazon Affiliate Content Writer | Techno Pixelss

Nov 2022 – Feb 2023

- Produced 50+ high-converting SEO-optimized blog posts on sewing machines with detailed buying guides, comparisons, and product reviews.
- Optimized title tags, meta descriptions, and CTAs using proven SEO best practices, achieving 35% average click-through rate improvement.
- Implemented affiliate conversion optimization strategies, increasing affiliate commissions by 45% through strategic content and link placement.

PROJECTS

Noortips.com | Fashion & Lifestyle Website

- Built and optimized WordPress site covering men's & women's fashion, skincare, and lifestyle content with complete SEO foundation.
- Executed integrated on-page, off-page, and technical SEO strategy, achieving Ezoic approval and significant organic growth within 6 months.
- Successfully monetized site through Ezoic and flipped project for profit, demonstrating complete SEO-to-revenue optimization workflow.

Campiffy.com | Camping & Outdoor Gear Website

- Developed WordPress informational site targeting camping and outdoor gear niche with comprehensive SEO optimization from inception.
- Integrated Amazon affiliate links with strategic internal linking architecture and optimized product recommendation content for conversions.
- Secured AdSense approval and achieved sustained organic traffic growth, monetizing site through multiple revenue streams before successful exit in 3 months.

CarnivalCruiseHub.com | Cruise Information Website

- Executed comprehensive technical SEO audit identifying 50+ optimization opportunities related to site speed, mobile usability, and core web vitals.
- Optimized page load speed from 3.2s to 1.56s (51% improvement) through image compression, WebP conversion, CSS/JS minification, and code splitting.
- Achieved 90+ PageSpeed Insights score (mobile & desktop), resulting in improved user experience and better search ranking positions.
- Implemented lazy loading, browser caching, and CDN optimization to enhance core web vitals metrics and reduce bounce rate.

SKILLS

- **SEO Platforms:** Google Analytics 4, Google Search Console, SEMrush, Ahrefs, Ubersuggest, Moz
- **CMS & Plugins:** WordPress, WooCommerce, Yoast SEO, Rank Math,
- **Content & Design:** Canva, Microsoft Office, Copy optimization, A/B testing

- **Technical Skills:** HTML/CSS basics, schema markup (JSON-LD), XML sitemaps, robots.txt, redirects, site structure optimization
- **Professional Skills:** Adaptability, Troubleshooting, Project Management, Leadership

EDUCATION

National University of Sciences and Technology

Islamabad, Pakistan

Bachelor of Electrical Engineering (Gold Medalist)

2021-2025

Relevant Courses: Entrepreneurship, Professional Ethics, Project Management, Technical Business Writing

PROFESSIONAL CERTIFICATIONS

1. Keyword Research with Semrush

2. Microsoft Excel Basics