

# DURRANI ADIL KHAN

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## SUMMARY

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Published poet and SEO content strategist with **2+ years** of experience driving measurable traffic growth and engagement across creative, academic, and commercial domains. Delivered **100+** high-performance articles with proven results including **15%** organic traffic increases. Featured author in **3** international anthologies with extensive portfolio spanning philosophical poetry, mythological works, and existential prose. Combines strategic content development with deep literary expertise to create compelling, conversion-focused narratives.

## CORE SKILLS

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**Content Expertise:** SEO Writing • Copywriting • Creative Writing • Academic Research • Blog Development • Social Media Content • Poetry & Storytelling • Proofreading & Editing

**Professional Skills:** Project Management • Research & Analysis • Stakeholder Engagement • Team Collaboration • Time Management • Campaign Strategy

**Technical Tools:** WordPress • Google Analytics • SEO Tools (SEMrush, Ahrefs) • MS Office Suite • Grammarly • Hemingway Editor • Social Media Management Platforms • Canva

## PROFESSIONAL EXPERIENCE

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### Content Writer – TERN, Remote

Aug 25' – Oct 25'

- Drove organic search visibility by authoring **10+** research-intensive, SEO-optimized blogs on niche topics including AI in recruitment and global nurse migration
- Generated **13,000+** words of long-form content (**1,100–1,500** words per article) while maintaining 100% adherence to brand guidelines and editorial standards

### Academic Content Writer – MyMegaminds, Remote

Nov24' – Mar 25'

- Delivered **40+** academic essays and research summaries across 15+ disciplines including literature, science, Indian history, and humanities.
- Maintained **100%** compliance with APA and MLA citation standards, ensuring academic integrity across all deliverables

### Content Writer – Nettv4u, Remote

Apr 24' – Sep 24'

- Increased organic search traffic by **15%** through creation of **40+** SEO-driven entertainment articles, biographies, and synopses over **6-month** engagement
- Applied strategic keyword targeting (**3–5** keywords per article) to trending entertainment topics, maximizing discoverability and audience reach

### Creative Content Writer– Pawwz, Remote

Oct 23' – Feb 24'

- Boosted follower engagement by **10%** through development of 3 major social media campaigns and 4 monthly newsletters
- Collaborated with **5-person** cross-functional team (design and marketing) to deliver cohesive brand messaging across digital channels

Content Writer – NayePankh Foundation, Remote

Jun 23’ – Sep 23’

- Increased online community engagement by 15% through strategic content for 2 social awareness campaigns focused on education and mental health, reaching 5,000+ followers
- Drafted 4 monthly newsletters and 10+ donor engagement stories that strengthened donor relationships and supported fundraising objectives

Writer and Poet

June 21’ – Present

- Cultivated personal portfolio of 300+ original poems and story drafts, actively developing full-length poetry collection and philosophical novel
- Actively developing 2 major literary works: a full-length poetry collection and a philosophical novel.
- Established a digital presence by publishing original content across 5+ online platforms, including personal blogs and social media.

EDUCATION

Bachelor of Technology in Computer Science

Dr. BATU, Lonere, Maharashtra

Higher Secondary Certificate

Sir Sayyed College, Aurangabad

July 26’

Grade: CGPA: 8.34

March 21’

Grade: Percentage: 92.6%

PROJECTS

Poetry Collection:

- Nazm-e-Adil Volume One & Two — Sufi-inspired poetic cycle of 50 paradoxical and philosophical poems exploring love, loss, and annihilation of the self
- The Greek & Latin Fragments — Collection of 35 poems integrating myth with metaphysical reflection (13 inspired by Greek literary terms, 22 by Latin quotes)

Novel Draft;

- Developing 80-page philosophical novel exploring existence of God and existential themes

Literary Essay & Letter Series:

- Critical essays on human psychology, existential philosophy, Sufi mysticism, and theology of love
- Personal essays and letters (15,000+ words) merging poetic prose with philosophical reflection on pain, illness, faith, and silence

Creative Non-Fiction Project — A collection of personal essays and letters (totaling over 15,000 words) merging poetic prose with philosophical reflection to explore the metaphysics of pain, illness, faith, and silence.

PUBLICATION & ACCOMPLISHMENTS

- 3x Published Author: Featured author in 3 distinct anthologies,  
Published author in *Voices Unbound*: Volume Two by The Favourite Tales.  
Co-author in *Stardust and Sentences*: Volume 5 by Thoughts and Hymn Publications.  
Co-Author inAward Recipient *She Raises, India Shines*, Blue Cloud Publishers (International Publication)
- Consistent Gold Medalist: Awarded 28 first-place honors (gold medals and trophies) over 7 consecutive years in annual school-level competitions for excellence in Essay Writing, Poetry, Speech, and Elocution.
- Authored a personal portfolio of over 300+ original poems and story drafts exploring themes of love, loss, and human emotion.
- Established a diverse digital portfolio showcasing over 100+ original works across 5 platforms.