

# 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**

August 25’

Dr. BATU, Lonere, Maharashtra

Grade: CGPA: **8.34**

**Higher Secondary Certificate**

March 21’

Sir Sayyed College, Aurangabad

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 in Award 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**.