





Luqman (Lucky) Javed

Creative Strategist | Content Marketing Specialist | SEO & CRO Consultant

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 [LinkedIn](#) | [Portfolio](#)

Professional Summary

Content & Web Marketing Strategist with 4+ years of experience driving growth for global DTC and B2B brands. Skilled in SEO, CRO, and UX-focused messaging, with a proven record of boosting organic traffic, conversions, and ROI. Strong background in analytics (GA4, Hotjar, Ahrefs). Licensed veterinarian with health communication expertise. IELTS Band 9 English proficiency.

Experience

Freelance Content Strategist & SEO Consultant | Jan 2025 – Present | Remote

- Built SEO & CRO-focused content strategies for SaaS and DTC brands.
- Delivered high-converting blogs, landing pages, and product copy.
- Applied analytics (GA4, Hotjar) to improve CTA performance.

Pangolia – Content Manager & Strategist | Jan 2022 – Dec 2024 | Remote

- Managed content for Dogster, Catster, Hepper, achieving organic traffic growth.
- Scripted UGC and optimized landing pages.
- Designed Notion-based workflows to streamline editorial delivery.

Universiti Putra Malaysia – Research Associate | Sep 2020 – Jun 2022 | Selangor, Malaysia

- Produced engaging content from academic research.
- Simplified medical messaging for broader audience impact.

Core Skills

Content Strategy | SEO | CRO | UX Copywriting | Analytics (GA4, Hotjar) | Editorial Management

Education & Certifications

AI in Marketing – DeepLearning.ai | 2025

DVM – Universiti Putra Malaysia (Best Final Year Project) | 2020

Conversion Optimization Minidegree – CXL Institute (ongoing)