

Luqman Khalid Javed

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[LinkedIn](#)

Core Competencies

- SEO Strategy & Copywriting
- Content Planning
- Video Scripting
- Remote Collaboration
- Research Communication
- Editorial Management
- Audience Engagement

Tools & Platforms

- WordPress
- Ahrefs
- Surfer SEO
- YoastSEO
- Notion
- Slack
- Google Workspace
- Grammarly
- Trello
- Canva
- Dropbox

Professional Summary

Content strategist with a background in SEO, research, and multimedia storytelling. Experienced across tech, wellness, and B2B sectors with a science-based approach and IELTS Band 9 fluency in English. Skilled in leading remote content ops and simplifying complex topics for impact.

Professional Experience

Freelance Content Strategist & SEO Consultant

Remote | Jan 2025–Present

- Write SEO-driven content for tech, lifestyle, and wellness brands
- Apply Ahrefs, SurferSEO & YoastSEO to improve performance

Pangolia | Content Manager & Scientific Writer

Remote | 2023–Nov 2024

- Created SEO content for Catster, Dogster, Hepper; wrote video scripts
- Led editorial calendars, freelancers & built content tracking systems

Universiti Putra Malaysia | Research Associate

Hybrid (On-site & Remote) | 2020–2023

- Synthesized research into accessible content & publications
- Supported cross-departmental public health research

Education & Certifications

- AI Certification (in progress) – DeepLearning.ai | Feb 2025
- Natural Animal Nutrition – College of Integrative Veterinary Therapies
- Doctor of Veterinary Medicine – Universiti Putra Malaysia (Best Final Year Project)