

# Luqman Javed

Creative Strategist • Ad Copywriter • Content & SEO Specialist

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■ LinkedIn | Portfolio (hyperlinked in Word version)

## Professional Summary

Creative Strategist and Content Marketer with 4+ years of experience driving growth for SaaS, DTC, and B2B. Skilled in ad creation, UGC scripting, and direct-response storytelling that turns viewers into leads and customers. Experienced delivering YouTube scripts, Meta/TikTok ads, and funnel-driven creative concepts with measurable results.

Background in SEO and CRO ensures that every creative asset is grounded in data, optimized for performance. A licensed veterinarian and certified nutritionist, bringing unique expertise in health communication and scientific storytelling.

## Experience

Freelance Creative Strategist & Content Consultant | Jan 2025 – Present

- Developed 50+ ad concepts and YouTube/UGC scripts for SaaS and eCommerce clients.
- Improved CTR by 35% on campaigns with better hooks, CTAs, and structures.
- Collaborated with editors/designers to align messaging with visuals.

Pangolia — Content Manager & In-House Strategist | Jan 2022 – Dec 2024

- Scripted and reviewed performance ads across Meta/Google Ads, boosting lead capture by 20%.
- Launched UGC-style ads achieving 2x engagement vs static.
- Grew organic traffic double-digits via SEO.
- Cut turnaround times ~30% with workflow automation.

Universiti Putra Malaysia — Research Associate | 2020 – 2022

- Translated veterinary/nutrition research into campaigns.
- Produced accessible, high-impact communications.

## Core Skills

Ad Creation | Creative Strategy | Direct-Response Copywriting | UGC Scripts | Video Storytelling | SEO | CRO

## Education & Certifications

AI in Marketing – DeepLearning.ai | 2025

Doctor of Veterinary Medicine – Universiti Putra Malaysia | 2020

Conversion Optimization Minidegree – CXL Institute (ongoing)

YouTube Analytics & Growth – Creator Academy (self-study)

Natural Animal Nutrition – College of Integrative Veterinary Therapies