Luqman (Lucky) Javed

Content Strategist • SEO & CRO Consultant • YouTube Scriptwriter & Ad Strategist

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Professional Summary

Content and direct-response strategist with 4+ years of experience driving growth for global DTC and B2B bran
Experienced in ad creation and YouTube scripting — combining educational storytelling with hooks, retention t
and CTAs that turn viewers into subscribers, leads, and customers. Skilled in SEO roadmaps, funnel optimizat
UX-focused messaging. Licensed veterinarian with strong health communication skills. IELTS Band 9 English

Experience

Freelance Content Strategist, Scriptwriter & Ad Consultant | Jan 2025 – Present | Remote
- Delivered 100+ YouTube scripts, VSLs, and ad concepts for SaaS, DTC, and education brands.
- Created UGC-style ad frameworks with hooks and CTAs that scaled profitably past €1K spend.
- Analyzed YouTube Analytics and campaign data to refine scripts, improving CTR and retention.

Pangolia – Content Manager & Strategist | Jan 2022 – Dec 2024 | Remote
- Managed content for Dogster, Catster, and Hepper, achieving consistent organic traffic growth.
- Scripted video explainers and ad campaigns blending education with direct-response storytelling.
- Improved CTR and conversions on high-intent landing pages and videos with tested UX copy and CTAs.
- Designed Notion-based workflows to streamline editorial delivery and cross-team alignment.

Universiti Putra Malaysia – Research Associate | Sep 2020 – Jun 2022 | Selangor, Malaysia
- Produced engaging content from academic research, translating complex topics for wider audiences.
- Simplified medical messaging for greater public understanding and impact.

Core Skills

YouTube Strategy & Scripting | Ad Creation | Direct-Response Copywriting | SEO | CRO | UX Copywriting | Re

Education & Certifications

AI in Marketing – DeepLearning.ai | 2025
Doctor of Veterinary Medicine (Best Final Year Project) – 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