

Luqman (Lucky) Javed

Creative Strategist | Content Marketing Specialist | Veterinary Content Specialist

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🔗 [LinkedIn](#) | [Portfolio](#)

PROFESSIONAL SUMMARY

Creative and data-driven Content & Web Marketing Strategist with 4+ years of experience helping B2C and B2B brands build high-converting digital experiences. Skilled in UX-focused messaging, SEO, and CRO-informed content planning that drives measurable results.

Licensed veterinarian & certified feline & canine nutritionist with the ability to translate complex wellness concepts into engaging, audience-focused campaigns. Fully remote and asynchronous team fluent, with IELTS Band 9 English proficiency.

EXPERIENCE

Freelance Content Strategist & SEO Consultant

January 2025 – Present | Remote

- Planned and executed SEO and CRO-focused content strategies for global DTC and SaaS brands, improving organic traffic by up to 38% in three months.
- Created audience-centric content across blogs, landing pages, and product pages, increasing average on-page time by 25%.
- Used Hotjar and Google Analytics to identify UX bottlenecks, leading to CTA hierarchy changes that boosted conversions by 15%.

Pangolia — Content Manager & In-House Veterinarian

January 2022 – December 2024 | Remote

- Developed performance-led content for pet wellness brands (Dogster, Catster, Hepper), achieving 50%+ year-over-year growth in blog traffic.
- Led UGC scripting and high-intent landing page copy that improved lead-to-sale conversion rates by 18%.
- Managed editorial calendars, collaborated with designers and freelancers, and implemented a Notion-based tracking system that reduced project turnaround times by 30%.
- Served as a key client communicator and strategist on multi-brand campaigns, ensuring deliverables met both creative and conversion goals.

Universiti Putra Malaysia (UPM) — Research Associate

September 2020 – June 2022 | Selangor, Malaysia

- Translated complex scientific data into engaging, public-facing content for health campaigns.
- Supported digital outreach initiatives with research-backed UX copy that increased campaign engagement by 22%.

CORE COMPETENCIES

Strategic & Creative Skills:

- Content Strategy & UX Copy
- Conversion Rate Optimization (CRO)
- Client-Facing Communication
- SEO Copywriting & Planning
- Funnel & Web Page Hierarchy
- Analytics Interpretation
- Editorial & Workflow Management
- Remote Team Collaboration

Veterinary & Wellness Expertise:

- Veterinary Medicine & Telehealth
- Animal Nutrition (Feline & Canine)
- Exotic Animal & Companion Avian Expertise
- Wildlife Expertise

TOOLS

- WordPress
- Shopify
- Google Analytics (GA4)
- Hotjar
- Ahrefs
- Surfer SEO
- Yoast SEO
- Trello
- Notion
- Slack
- Teams
- Google Workspace
- Canva
- Loom
- Grammarly

EDUCATION & CERTIFICATIONS

- Doctor of Veterinary Medicine — Universiti Putra Malaysia (Best Final Year Project) — 2020
- Natural Animal Nutrition — College of Integrative Veterinary Therapies — 2024
- AI in Marketing — DeepLearning.ai — 2025

ONGOING PROFESSIONAL DEVELOPMENT

- Conversion Optimization Minidegree — CXL Institute (ongoing)
- Blogging for Business — Ahrefs Academy (ongoing)
- Content Strategy & Optimization — Surfer Academy (ongoing)
- Google Analytics 4 Certification — Google Skillshop (upcoming)
- UX Writing & Messaging for Conversion — LinkedIn Learning (upcoming)