

# PARVIN HOWAIDA

SEO Content Specialist & Writer  
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## ABOUT ME

I am an enthusiastic content writer and digital content specialist, particularly focused on keyword-optimized writing and copywriting. I have experience in crafting high-ranking tech articles, product descriptions, and landing pages. Additionally, I am skilled in SERP analysis, competitor research, working with AI tools, and creating long-form, SEO-focused content that strengthens brand authority and enhances user engagement. With a master's degree in physics, I excel in analytical research and have a talent for simplifying complex concepts. I am also a passionate writer, storyteller, and content creator with a strong background in communication, education (specifically in science), and digital media. I enjoy crafting narratives across various platforms. My activities also include multimedia content production, photography, and documentary filmmaking. Overall, I can say that I live to write, and this is the joy of my life.

## SKILLS SUMMARY

SEO writing | Copywriting | SERP & Competitor Analysis | IT Proficiency | Keyword Research | On-Page SEO | Content Optimization | Editing & Proofreading | Research & Technical Writing | Communication and Problem Solving | Team Collaboration | Python | Adaptability | Time management

## EDUCATION

- **M.Sc. in Physics (Gravity & Cosmology)** | Alzahra University, Tehran, Iran, 2018- 2021
  - Thesis: Classifying Galaxies from SKA Simulated Data Using Machine-Learning (Random Forest) Algorithms

## PROFESSIONAL EXPERIENCES

- **SEO Content Writer** | AzarPixel & SinaPlug Company, USA | May 2024 – Present
  - Produce SEO optimized articles, guides, landing pages, and product-focused content based on keyword research and SERP analysis.
  - Improve existing website content for structure, clarity, readability, and search engine performance.
  - Conduct competitor and market research to identify ranking opportunities and content gaps.
  - Coordinate with editors, copywriting teams, and marketing departments to match brand goals and publishing targets.
  - Apply on page SEO practices including metadata, headings, keyword placement, and internal linking strategies.
  - Create long-form content that increases authority and traffic within LED technology, home décor, and smart device categories.
  - Use persuasive copywriting elements to enhance engagement, retention, and conversion rate.

## COURSES

- **Essential Tips for Copywriting** — Alison | 17 September 2025
- **Copywriting Mastery: Key Concepts for Effective Communication** — Alison | 27 September 2025
- **Writing Master Class** — Garnet Talent Assessment & Skill Learning Academy | Supported by UNESCO Innovation and Technology Club | 7 March 2025
- **AI for SEO-Optimized Content Writing (Enrolled)** — Oxford Home Study Centre | Enrollment confirmed 8 October 2025

## OTHER EXPERIENCES

- Onsala Space Observatory & Chalmers University  
Content Creator, Communicator and Science Guide at the Science Center | June 2024
- Heritage of the Sky Project  
Exhibition Narrator | 2019- 2020
- Pouya Mohaseb Accounting Company, Tehran, IR  
Content Creator | 2017- 2019
- Andromeda Team | Science for Kids | Science Presenter | 2014- 2019
- Tesla Science Magazine| SRBIAU Uni | Content Specialist & Member of the Editorial Board | 2014-2016

## COMPUTER SKILLS & SOFTWARE:

- Operating System: Mac, Microsoft Windows
- Software: Microsoft Office (Excel, Word, etc.), LaTeX, Photoshop, CapCut
- AI & Content Tools: ChatGPT (GPT-4), Grammarly, Canva (Magic Write), Copy.ai, Wordtune
- Programming Language: Python

| Language          | Hobbies     |
|-------------------|-------------|
| English   Fluent  | Painting    |
| Persian   Native  | Photography |
| German   Beginner | Writing     |

## SEO CONTENT WRITING PORTFOLIO

AzarPixel project: [Top 10 speaker brands](#), [Transparent LED displays](#), [What are PTZ cameras?](#), [Fix color distortion in projector](#), [Moving head lights spot wash beam](#)

SinaPlug project: [Meanwell LRS RSP power supplies](#), [Choosing video switcher for live streaming](#), [Best LED video processor brands](#), [Maximize LED screen lifespan](#), [Best LED power supply brands](#), [Video wall controllers for commercial use](#)

AzarNinja project: [Best home security cameras of 2025](#), [Install smart doorbell camera](#), [TV mount installation costs](#), [How to install a garage door opener](#)

## REFERENCES

- **Mohammad Javad Shahhoseini** | Chalmers University of Technology & Onsala Space Observatory, [mj.shahhoseini@chalmers.se](mailto:mj.shahhoseini@chalmers.se), Telephone: +46736415264
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