PARVIN HOWAIDA

SEO Content Specialist & Writer

+46760603963 | p.howaida@gmail.com | My Web Page

ABOUT ME

I am a SEO content writer with strong expertise in keyword driven writing, copywriting, and content optimization. Skilled in producing high ranking articles, product descriptions, and web content across technology, LED systems, home improvement, and consumer electronics niches. Experienced in SERP analysis, competitor research, and creating long form, SEO focused content that strengthens brand authority and user engagement. Fluent in English with an academic background in physics, analytical research, and clear communication. I am also a passionate writer, storyteller, and content creator with a strong background in communication, education (science), and digital media. I enjoy crafting narratives across various platforms. My activities also include multimedia content production, photography and documentary filmmaking.

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 (CNN) 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 (Certificates are available in my [web page](#))

- **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

- **Saeed Jafari |** External Relations Manager, UNESCO | saeed.jafari@spacegeneration.org
- **Mohammad Javad Shahhoseini |** Chalmers University of Technology & Onsala Space Observatory, mj.shahhoseini@chalmers.se, Telephone: +46736415264
- **Elham Salmanzadeh |** Andromeda_daily (Science for Kids), Salmanzadeheli@gmail.com