

WANIYA KHAN

CONTENT EXPERIENCE: 4+ YEARS

CONTACT

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ON-SITE WRITING EXPERIENCE

SQUAREQOM	Sep 2022-Present
CONTENT/COPY WRITER	Present
<ul style="list-style-type: none">Added keywords, meta descriptions and alt image tags to increase SEO presence.Wrote SEO optimized Website copies, product descriptions, e-commerce marketing copies, blogs and web content.Wrote Social media captions. Used Microsoft Word, Google Docs, and ClickUp and Dropbox to store and share created documents.Utilized AI tools and other online tools for content reasearch, optimztion and plagarium checking.Utilized exceptional writing, editing and proofreading skills to produce engaging and error-free content.Strengthened content by thoroughly editing and proofreading content three times prior to submission.Wrote and edited high-quality content and visually impactful programs under deadline pressure with exciting, captivating and authentic approach.	

TECHNICAL WRITING EXPERIENCE

TRANSPHERE: Jiangsu Sunyu Information Technology Co. Ltd.	Jan 2024
SEO-TDK Copywriter (Freelance)	Present
<ul style="list-style-type: none">Created engaging and keyword-centric copy for Alibaba products, contributing to improved search engine visibility.Implemented on-page SEO best practices, including Semrush utilization and strategic keyword placement. Collaborated with the PA and PO to deliver quality SEO copy in a timely manner.	

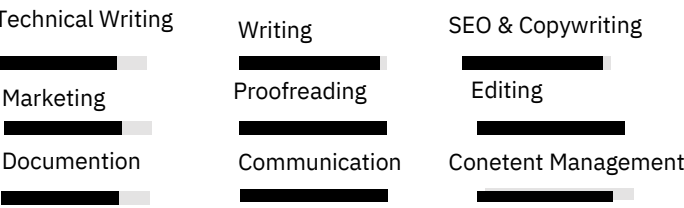
PROFILE

With nearly 5 years of experience as a Content and Copy Writer, I create engaging, polished, and impactful content. Working remotely has honed my ability to manage tasks independently, from drafting and editing posts to conducting effective keyword research. I’ve written versatile product descriptions for various e-commerce sites, ensuring they connect with customers. Known for my collaborative approach, I bring excellent grammar skills and a strong command of Microsoft Word and Office. My flexible writing style and solid understanding of SEO make me well-suited for roles that require creative and results-driven content.

EDUCATION

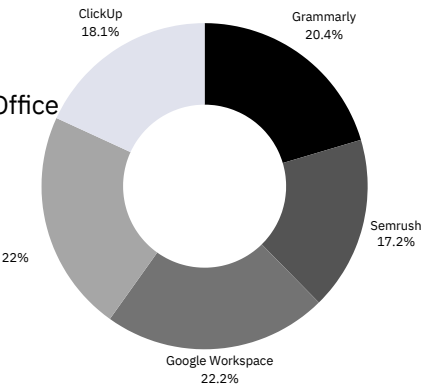
BACHELORS (BSC)	
Jinnah Sindh Medical University Karachi	2020-Present

STRENGHTS



TOOLS

- 1. Grammarly
- 2.SemrushMicrosoft Office
- 3. ClickUp
- 4.Microsoft Office
- 5.Google Workspace



PROFESSIONAL HIGHLIGHTS

- Successfully developed web content for more than 50+ projects.
- Possess exquisite copywriting skill for landing pages, resulting in revenue growth
- Successfully creating email sequence for marketing campaigns.
- Creating proposal for project clients.
- Fully Equipped with Click Up, Microsoft tools, Google Docs and AI tools.

PROJECTS

BEST PEST (Website)

US-Toronto

- The Best Pest is a affordable rodent control company in Toronto.
- Authored engaging website content.
- Tailored messaging for target audience.
- Implemented SEO strategies.
- Collaborated with design team.
- Responsive to feedback for content revisions

ARSM Heath Doctor Office (Website)

- Wrote clear and concise service descriptions for various healthcare treatments and procedures.
- Created patient-centered content emphasizing the importance of preventive care and wellness.
- Ensured the content reflected the office's commitment to compassionate and professional healthcare.

Amazon Expert Publishing (Website)

- Crafted engaging product descriptions for Amazon listings to enhance customer appeal and conversion rates.
- Developed keyword-rich content to improve product visibility in Amazon search results.
- Provided detailed content that communicated product features, benefits, and usage instructions effectively.

Amigo Motorsports (Website)

- Created detailed product descriptions for a wide range of motorsport vehicles and accessories.
- Wrote engaging blog posts on motorsports events, tips, and industry news to attract enthusiasts.
- Ensured content was tailored to resonate with the brand's adventurous and high-energy audience.

Art Gallery By Kabi (Website)

- Developed descriptive content for individual art pieces, highlighting the artist's vision and techniques.
- Wrote engaging blog posts about art trends, exhibitions, and featured artists to draw in art lovers.
- Created content for promotional materials to boost gallery attendance and sales.

SKILLS

- Content Marketing
- Content Management
- Article Writing
- Blog Writing
- SEO & SMM
- Copywriting
- Leadership
- Content Strategy
- Emails Sequence
- Website Content
- TDK Copy
- KPI Creation
- Proofreading
- Keywords Research

ON-HAND WRITING EXPERIENCE: (THROUGH LOCAL BROKERS)

FREELANCE WRITER

Karachi-based Freelance work from connections and recommendations.

- Wrote 1000–1500 blog entries online clients.
- Created documents and other copies using Microsoft Word and other software programs.
- Applied client guidelines to ensure precise modifications and adherence to the optimal framework.

FREELANCE MEDICAL BLOG WRITER

Karachi-based Freelance work from connections and recommendations.

- Used Google Docs and Microsoft Word to produce documents.
- Carried out in-depth web research to gather data and information for blogs and articles.
- Produced interesting and error-free content by applying great writing, editing, and proofreading abilities.
- Improved the material by carefully revising and checking it three times before submitting it.
- Under deadline constraint, I created and edited visually striking programs and high-quality content using an realistic, and engaging style.