

# ANAM ARIF

Senior Content Writer

## Professional Summary

Senior Content Specialist with over 5 years of experience in SEO, technical content writing, blog posts, and social media content creation. Skilled at crafting SEO-optimized web copies, engaging blogs, and compelling social media content that enhance brand presence and drive audience engagement. Proficient in using CMS platforms like WordPress for publishing and project management tools like Asana for efficient workflow management. Adept at coordinating across departments, optimizing content for better SERP rankings, and staying current with industry trends.

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## CONTACT

📞 0312-8583563

✉️ anamarif370@gmail.com

📍 Karachi, Pakistan

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## SKILLS

- Content Strategy Development & Creation
- SEO Optimization & Keyword Research (SEMrush, Ahrefs)
- Social Media Content Strategy (Instagram, Facebook, LinkedIn, Twitter)
- Content Management Systems (WordPress)
- SEO Copywriting & Content Structuring
- On-Page SEO & Technical SEO
- Content Clustering & Ranking Optimization
- Link Research & Guest Posting
- SEO Analysis & Performance Tracking
- Google Analytics & Competitor Analysis
- Team Collaboration & Cross-Department Coordination
- Project Management Tools (Asana)
- Canva & Design Tools
- Excellent Editing & Proofreading

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## **EXPERIENCE**

### **UrApp Technologies | Senior Content Writer**

**April 2024 – Present**

- Oversee and manage the content strategy for the department, ensuring alignment with branding and marketing goals.
- Produce SEO-optimized web copies, including landing pages, product description, blog posts and website content, ensuring high editorial standards.
- Develop and write creative blog posts, social media content, and website copy to enhance the company's brand voice and online presence.
- Collaborate with the social media, marketing, development, and design teams for cohesive branding and content strategies.
- Conduct keyword research, content clustering, and optimization for better SERP rankings.
- Implement SEO strategies for increased website traffic, including link research for guest posting and SEO structuring of web copies.
- Publish content using CMS platforms like WordPress, ensuring proper formatting, SEO structuring, and multimedia integration.
- Utilize project management tools like Asana to coordinate tasks and timelines across teams.
- Monitor content performance to gauge audience engagement and optimize future posts.

### **Probyte | Senior Content Writer | Technical Content Writer**

**August 2022 – March 2024**

- Manage and create SEO-optimized blogs, technical content, and website copy for clients and the company's brand.
- Write compelling, SEO-friendly content for social media and blogs aligned with brand voice and marketing strategies.
- Ensure quality assurance of content, maintaining high standards of quality and optimization.
- Revamp and update client content to enhance brand consistency and search engine visibility.
- Collaborate with the marketing team to enhance social media content and online engagement.
- Prepare legal documents such as Terms and Conditions and Privacy Policies for various clients.
- Generate 2,000–4,000+ words of content daily.
- Perform Quality Assurance for all department content.

- Manage social media calendars for multiple clients and brands.
- Optimize and revamp brand or client content as needed.

#### **DIGITECHTIC | Content Writer**

**February 2021 – July 2022**

- Write plagiarism-free, SEO-optimized guest posts and blogs for the company's brand and clients.
- Develop social media content calendars, ensuring alignment with branding and engagement goals.
- Conduct research on industry trends to create relevant and engaging content.

#### **Knack & Co. | Part-time SEO Content Writer**

**March 2019 – October 2020**

- Generate daily guest post blogs (1,500–2,000 words), ensuring they are SEO-optimized and plagiarism-free.
- Report to the editor on assigned tasks, ensuring timely and high-quality content delivery.

#### **OUTBUSTECH | Part-time Resume Writer**

**February 2023 – Present**

- Write optimized, ATS-friendly resumes for clients, incorporating relevant keywords and industry-specific terminology for better visibility.

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#### **EDUCATION**

**Iqra University (Main Campus) | BBA (H) 2024 (Graduated)**

**Gov. College of Commerce & Economics | Intermediate – 2019**

**EuroTech | CIT Certification (2012) | Computer Information Technology Certificate**

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