

Azfar Saleem  
Karachi, Sindh, Pakistan

Previous Work Portfolio: <https://redo94.github.io/Portfolioabs/>

## Experience

### **Marketing Plus – TecStik – Senior Content Writer– Karachi, Sindh, Pakistan Duration: July 2021 to Present**

At the Fintech Subsidiary of Marketing Plus or TecStik, I am responsible for:

- Conducting effective International Fintech Market and Competitor Analysis
- Developing content strategies with High ROI,
- Ensuring content accuracy and search-engine compliance,
- Optimizing content for search engines using tools available on The SEMRush, AnswerThePublic, Moz Keyword Explorer, etc. Online Platforms
- Leveraging key data and insights for modifying content to achieve positive results, • Effectively responding to comments and customer messages to increase Customer Engagement, • Building and managing Social Media Communities,
- Developing engaging social media content,
- Running Social Media Advertising Campaigns with Google Ads,
- Generating Reports and Insights,
- Staying wary of Digital Marketing Trends,
- Collaborating with other operational design teams, marketing teams, including product teams,
- Promoting financial literacy and responsible financial activity among platform users, • Staying Informed of Financial Regulations.

Freelance SEO-Content Writer@Marketing Plus – IKnowMyToys

Working with Marketing Plus as their Content Writer, I was assigned to:

- Produce high-performing content accomplishing the company's goals,
- Thoroughly learn about the top-selling toy brands in the world,
- Post SEO-Content while following advanced SEO Tactics to gain high positions on popular SERPs (Search Engine-Results-Pages),
- Produce content aligning with industry trends, and activities surrounding the company's internationally acclaimed products.
- Effectively responding to comments and customer messages to increase Customer Engagement.

### **VIDIZMO LLC - Technology Content Strategist – Tysons, Virginia, United States of America Duration: February 2021 to June 2021**

- Being promoted to a Technology Content Strategist Position at VIDIZMO, my responsibilities were to:
- Develop content strategy after researching the product's target audience including healthcare organizations, construction firms, educational institutions, and international governments -, defining

content goals, planning content types and formats, while developing content calendars, • Create high-quality content compelling the audience to engage with informative knowledge • Ensure technical accuracy and clarity by fact-checking information, ensuring technical accuracy, and translating complex tech concepts to understandable language.

- Incorporate SEO best practices by researching relevant keywords, optimizing content for search engines, and maximizing organic traffic.
- Promote content across related B2B channels,
- Track key metrics such as website traffic, engagement rates, lead generation, conversions, and other metrics to analyze content performance and effectiveness,
- Identify vital metrics to identify which content works best in achieving the marketing team's goals,
- Work closely with marketing, sales, product, and design teams to ensure content aligns with overall business objectives,
- Lead and manage design teams, and content writing teams by assigning tasks, providing feedback, and ensuring content deadlines are met,
- Keep updated on industry trends while continuously learning new technologies to ensure content remains relevant and informative.

## **VIDIZMO LLC - Content Writer – Tysons, Virginia, United States of America Duration: March 2017 to January 2021**

My responsibilities at the Tech Giant included:

- SEO optimization: Researching relevant keywords and optimizing content for search engine visibility, ensuring organic traffic, thought leadership and qualified leads,
- Understanding Buyer Personas: Tailoring content to specific user, needs, addressing pain points, and highlighting the value proposition of the SaaS product,
- Clear and concise writing: Ensuring content is easy to understand, engaging, and valuable for target readers,
- Collaboration with Sales and Design Teams: Understanding campaign goals and aligning content with overall marketing strategy, accompanied with visually appealing designs, • Strong research and writing skills with a data-driven approach,
- Excellent communication and collaboration skills,
- Staying up-to-date on industry trends and SaaS marketing best practices,
- Familiarity with content management systems and analytics tools.

## **Gaditek - Affiliate Marketing Associate for KillPing – Karachi, Sindh, Pakistan Duration: September 2016 to March 2017**

As an Affiliate Marketing Associate for Gaditek:

- I persuasively communicated with users and prospective influencers of the company's gaming product to select and research suitable affiliate programs,
- I identified and recruited potential affiliate partners (publishers, bloggers, influencers) relevant to the target audience,
- I created compelling and engaging content (blog posts, social media posts, videos) that promotes the offered product or service and drives click-throughs to the affiliate links,
- I tracked and analyzed content performance to understand user engagement and optimize effectiveness,

- I monitored affiliate program performance through conversion tracking and analytics tools. • I generated reports and presented data insights to stakeholders, including campaign performance, traffic sources, conversion rates, and revenue reports.
- I used data analysis to identify trends, optimize campaigns, and improve the ROI of affiliate programs.
- I stayed updated on industry trends and best practices in affiliate marketing. Exploring the latest and innovative affiliate marketing strategies and channels was essential for ideal performance at Gaditek.

## **Education:**

**BA (Hons.) in Media & Anthropology from Kingston University – London, United Kingdom • Succeeded in achieving the Honors Degree, accomplishing a 3.8 GPA**

**Bay View High School, Karachi Sindh, Pakistan - August 2013 to June 2016 I am accredited with A' Levels in:**

1. Psychology,
2. World History,
3. Accounting,
4. General Studies

**O' Levels from Bay View High School - August 2012 to May 2014:**

I was awarded with proficiency in:

1. Accounting,
2. Chemistry,
3. Business Studies,
4. Mathematics, English Language,
5. English Literature,
6. Islamiyat,
7. Pakistan Studies

## **Skills:**

My professional skills include certified proficiency in:

1. Affiliate Marketing,
2. SEO-Content Writing,
3. MS Office,
4. Research,
5. HTML,
6. CSS,
7. React.js,
8. Javascript (7 years)
9. WordPress CMS