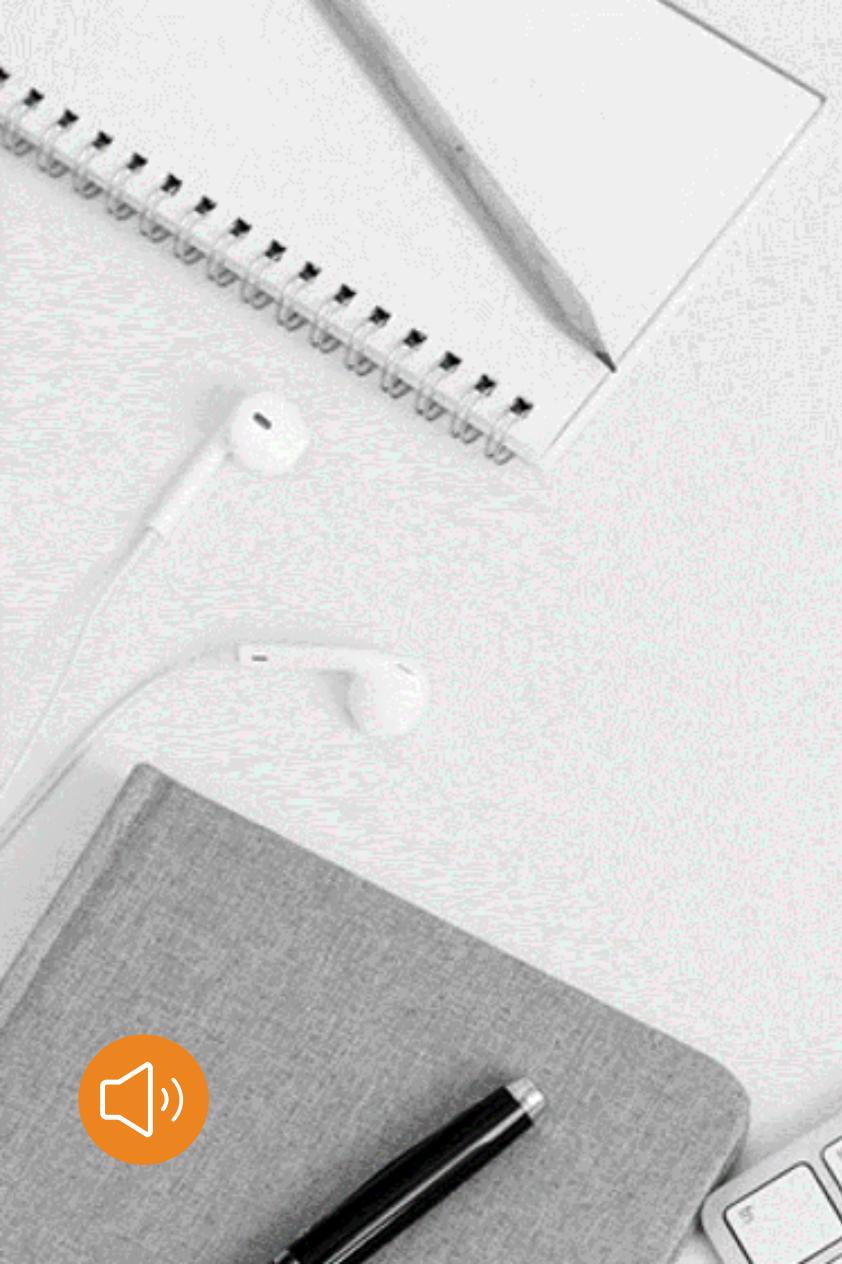


Qurratulain Content Writing Portfolio

**SEO Content Writing, Web Content, Product
Descriptions, Brand Proposals & Resumes"**





Introduction

I am a **versatile content writer** with expertise in **SEO content, web content, product descriptions, brand proposals, and resume writing**. My writing is strategic, engaging, and tailored to drive results. Whether optimizing for search engines, crafting persuasive copy, or curating impactful resumes, I focus on delivering content that resonates and adds value. With a keen eye for detail and a commitment to excellence, I create narratives that leave a lasting impression.





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1

SEO CONTENT WRITING





SEO-Optimized Articles & Blogs

Well-researched and engaging blog posts designed to rank higher on search engines while keeping readers hooked. Every piece is optimized with relevant keywords, structured formatting, and valuable insights. The goal is to drive organic traffic and establish brand authority.



ON-PAGE
SEO

On-Page SEO Content

Crafting website content that enhances search visibility while maintaining readability and flow. This includes optimizing headings, meta descriptions, keyword placement, and internal linking. Every element is strategically written to improve rankings and user engagement.



SEO Product Descriptions

Writing persuasive product descriptions that highlight key features, benefits, and unique selling points. Each description is structured to attract potential buyers while being optimized with targeted keywords. This approach improves both conversions and search engine visibility.

2

WEB CONTENT

Homepage Content

The **homepage** is the digital storefront of any brand, and I craft compelling content that instantly grabs attention. With a clear, engaging tone, I highlight key offerings, brand values, and a strong call to action. The goal is to create a lasting first impression that encourages visitors to explore further.



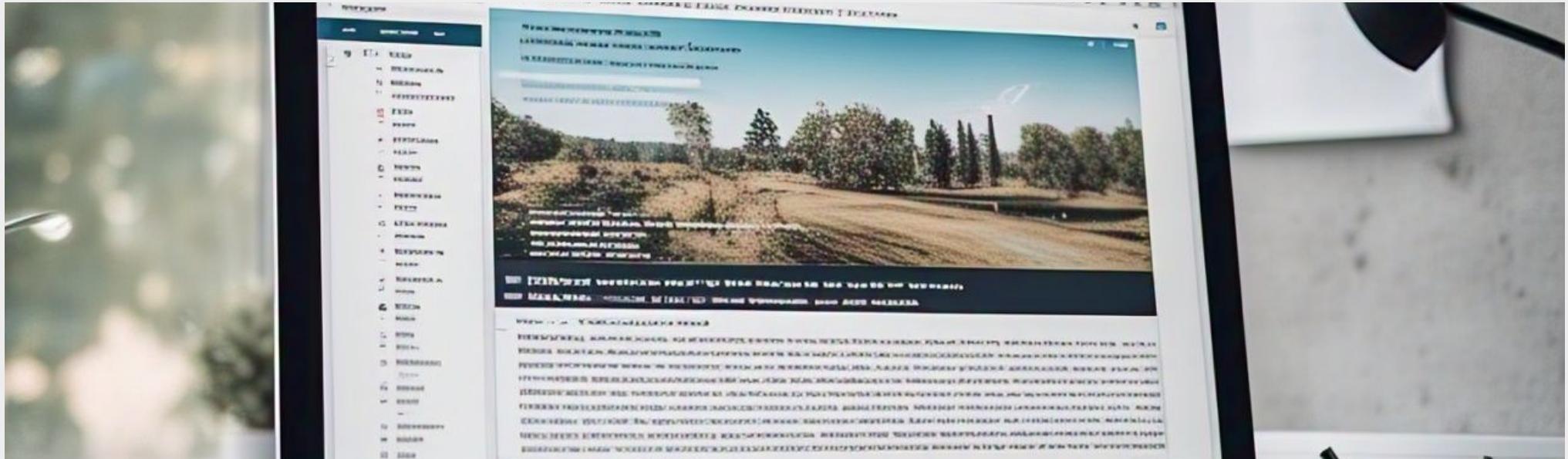
About Us Pages

A brand's story matters, and I specialize in writing **authentic, engaging About Us pages** that build trust and credibility. From company history to mission and values, every word is carefully chosen to reflect the brand's identity and connect with the audience on a deeper level.





Service Pages

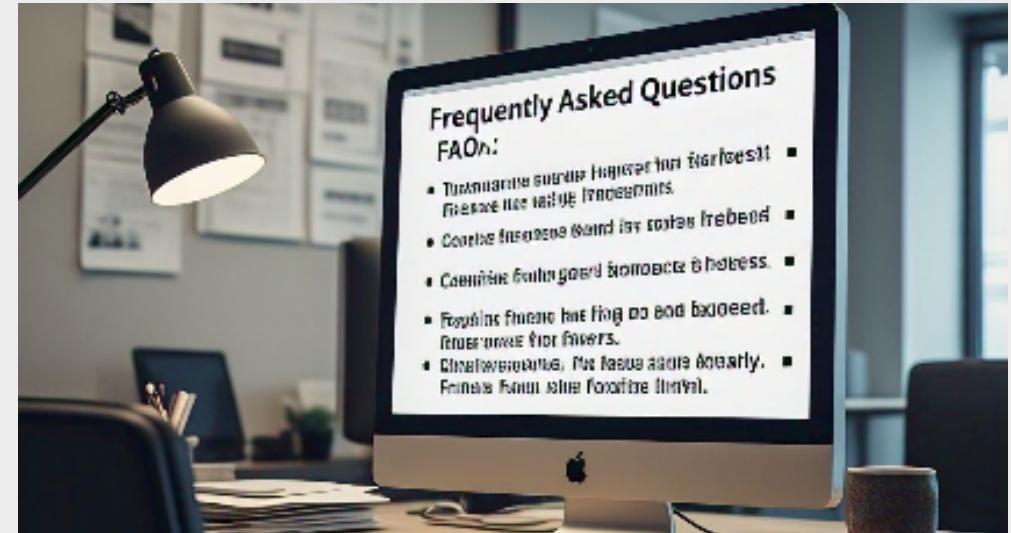


Service pages should be informative yet persuasive, and I ensure each one clearly outlines what's offered, why it matters, and how it benefits the customer. I focus on clarity, value-driven messaging, and SEO optimization to make services more discoverable and appealing.

CONTACT US & FAQ'S PAGES



A well-structured **Contact Us page** makes communication effortless. I write clear and inviting content that encourages visitors to reach out confidently. The focus is on accessibility, professionalism, and a strong call to action.



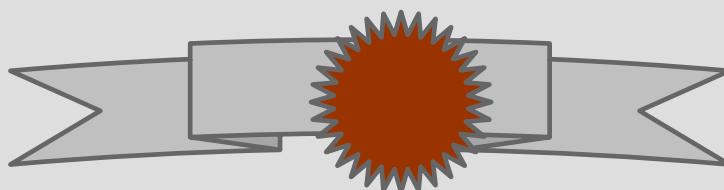
A well-organized **FAQ page** improves user experience by answering common queries instantly. I create concise, easy-to-navigate content that enhances clarity and reduces customer support load. This also boosts website credibility and SEO.

3

Product Descriptions

Unique and Persuasive Product Descriptions

I craft compelling product descriptions that highlight key features and benefits while maintaining an engaging tone. Each description is designed to attract, inform, and persuade potential buyers. The focus is on clarity, creativity, and strong call-to-action elements.



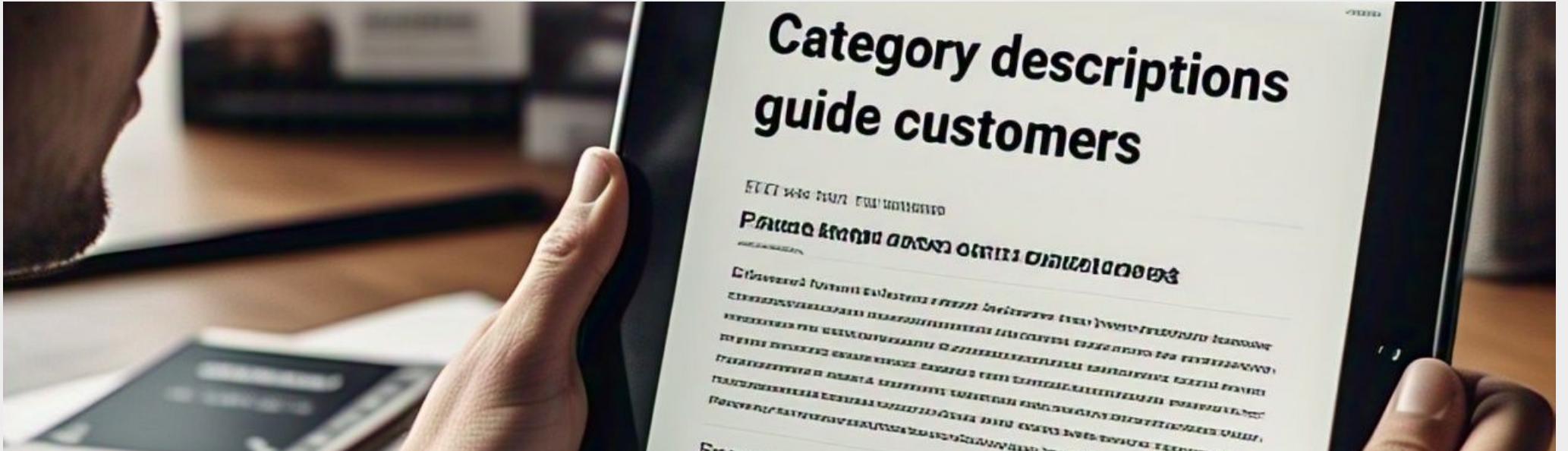
Engaging Taglines & Slogans

A powerful **TAGLINE** makes a brand memorable, and I create catchy, impactful slogans that leave a lasting impression. Whether for branding or **marketing campaigns**, my taglines capture the essence of a product in just a few words.





Category Descriptions



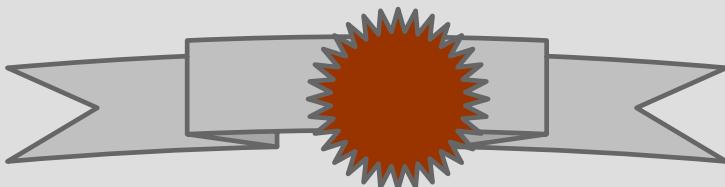
Category descriptions guide customers by summarizing product collections in a clear and appealing way. I write concise yet informative content that enhances user experience while improving search engine rankings.



4 Brand Proposal's

Tailored Strategies

I develop brand proposals that align with a company's vision and target audience. Each strategy is customized to enhance brand identity, market positioning, and business growth. The focus is on innovation, relevance, and long-term success.



Market Research & Insights

A strong **brand proposal** is backed by thorough **market research**. I analyze industry trends, competitors, and customer behavior to create data-driven strategies. This ensures brands stay ahead in an ever-evolving marketplace

Market research provides the answers companies need to make decisions that will move them forward instead of back.





Creative Branding Solutions

Key Messages

This is a sample text that you can edit. You can change font (size, color, name), or apply any desired formatting.



Tagline



Boilerplate Copy

This is a sample text that you can edit. You can change font (size, color, name), or apply any desired formatting.



The Lexicon

From **unique brand messaging** to impactful storytelling, I craft proposals that establish strong brand recognition. My approach focuses on creating a compelling narrative that resonates with audiences and strengthens brand loyalty.



5 Resumes

Personalized Resume Writing

I create **resumes** that highlight an individual's **strengths, skills, and achievements** in a compelling way. Each resume is tailored to showcase the candidate's unique value, making them stand out in a competitive job market.



ATS-Friendly Formatting

I design resumes that are **optimized** for Applicant Tracking Systems (ATS) to ensure they pass initial screenings. Proper keyword placement and structured formatting improve visibility and increase the chances of selection.



Most companies use
**Applicant Tracking
Systems** (ATS) to filter



Impactful Career Summaries



42 W 12th St
New York, NY 10011

SUMMARY

Senior Graphic Design Specialist with 6+ years of experience managing design processes, from conceptualization to delivery. Skilled with Adobe Creative Suite (Illustrator, Photoshop, InDesign), Microsoft Office, and web design applications (Dreamweaver, HTML). Able to stretch the boundaries of web design and willing to help my client's

January 2017 - January 2018
junior graphic designer
Redfin Technologies, New York, NY

- Ensured timely completion of projects by communicating effectively with clients and team members.
- Consulted with clients on the most appropriate design options based on their major marketing goal.
- Created 4+ design presentations and proposals a month for clients and account managers.

SKILLS

- Proficiency in Adobe Creative Suite (InDesign, Illustrator, Photoshop)

A **strong career summary grabs attention instantly**. I craft concise yet powerful introductions that clearly communicate expertise, experience, and career goals, setting the right tone for the rest of the resume.

Contact Information

 Email: www.sohaanaabbasi.com

 Whatsapp: +923092514240

THANKS

. "Feel Free to Reach Out for Future Opportunities!"