

# MADIHA ANWAR

## SEO EXPERT AND RESEARCH CONTRIBUTOR

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### SUMMARY

SEO specialist and research contributor with hands-on experience in website optimization, content strategy, and research-based writing. Skilled at improving Google rankings through structured SEO while delivering analytical research and data-backed insights in psychology and behavioral change.

### RESEARCH & CONTENT SKILLS

Data Analysis  
Literature Review  
Report Writing & Summarization

### TECHNICAL SKILLS

SEO Optimization (On-page & Structural)  
Keyword Research & Content Optimization  
MS Word, PowerPoint, Excel, Canva

### PROFESSIONAL EXPERIENCE

#### ZeeKey Solutions (LUMS) - SEO Expert Jan 2026 – Present

- Optimized website structure and content to improve organic search visibility and Google rankings
- Conducted keyword research and implemented on-page SEO best practices
- Assisted in data analysis, literature reviews, and report writing for the book Rewiring Habits
- Developed summaries and case studies exploring human psychology and behavioral change

#### Ideal Solution360 - SEO Expert June 2024 – August 2024

- Optimized website landing pages to improve user engagement and search performance
- Leveraged data-driven SEO techniques to enhance online outreach metrics
- Executed digital campaigns to strengthen brand narrative across key online platforms

#### Women Progress Foundation - Researcher Jan 2023 – July 2023

- Led research initiatives on women’s empowerment and gender equality reforms in Pakistan
- Analyzed qualitative data from interviews, focus groups, and surveys
- Produced analytical reports and presentations supporting policy recommendations and advocacy efforts

#### NCBA&E - Administrative Officer 2021 – 2022

- Managed student admissions and ensured compliance with institutional procedures
- Handled student and parent queries related to admissions and academic programs
- Coordinated office meetings, maintained records, and managed official correspondence

### PUBLICATIONS & PROJECTS

#### The Forgotten Bride (Self-Published Book) 2022 – 2025

- Authored a book exploring women’s identity, resilience, and transformation through storytelling
- Focused on social themes, emotional depth, and narrative-driven impact

### EDUCATION

#### Bachelor of Arts (In Progress) 2025 – Present

- Virtual University

**INTERESTS:** FICTIONAL WRITING, READING AND ART. | **LANGUAGES:** ENGLISH AND URDU.