

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

- ZeeKay 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.