

JAWARIA MAJEED

Content Writer | SEO Writer

Open to Remote Opportunities

CONTACT

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WRITING SKILLS

- SEO Blog & Article Writing
- Website Copywriting
- Research-Based Writing
- Content Rewriting & Optimization
- Proofreading & Editing

SEO & STRATEGY

- Keyword Research
- On-Page SEO Fundamentals
- Competitor & Topic Analysis
- Content Structuring
- Audience-First Strategy

TOOLS

- Grammarly
- Google Docs & MS Word
- Google Search Console
- WordPress
- Notion / Trello
- Canva

LANGUAGES

English
Professional Working Proficiency

Urdu
Native

AVAILABILITY

Full-time or Part-time Remote
EST • GMT • PKT
Strong async communication

PROFESSIONAL SUMMARY

Detail-oriented Content Writer with **5 years of experience** in formal and academic writing and **2 years of hands-on experience** in SEO content writing. Skilled in producing well-researched, audience-focused blog posts, articles, and copywriting across Tech/AI, Education, and General niches. Familiar with core SEO principles including keyword research, on-page optimization, and content structuring. Committed to delivering clear, polished, and deadline-driven content that supports brand growth and reader engagement.

PROFESSIONAL EXPERIENCE

SEO Content Writer – Freelance / Self-Employed

2024 – Present

- Written and published 10+ SEO-optimized blog posts and articles across Tech/AI, Education, and Gaming niches – including content for Roblox.
- Applied on-page SEO practices including H1–H3 structuring, keyword placement, meta descriptions, and internal linking.
- Conducted topic research and competitor analysis to identify content gaps and develop high-value article ideas.
- Rewrote and optimized existing content to improve readability and search performance.
- Proofread and edited drafts for grammar accuracy, clarity, and brand tone consistency.
- Managed multiple content briefs simultaneously while delivering on deadline.

Academic Content Developer – Bahauddin Zakariya University, Multan

2021 – 2026

- Developed structured educational content including lesson plans, study notes, assignments, and course materials.
- Translated complex academic concepts into clear, accessible written content for undergraduate students.
- Created instructional materials focused on improving student comprehension and engagement.
- Reviewed and refined written content for accuracy, clarity, and readability before distribution.

CERTIFICATIONS

- **Content Marketing Certificate** – HubSpot
- **SEO (Search Engine Optimization) Certificate** – DigiSkills
- **Creative Writing Certificate** – DigiSkills
- **WordPress Certificate** – DigiSkills
- **Communication & Soft Skills Certificate** – DigiSkills

EDUCATION

Master’s in Information Technology (MIT)

Virtual University of Pakistan

Bachelor of Science in Computer Science (BSCS)

Bahauddin Zakariya University, Multan

WRITING NICHES

Technology & AI • Education & E-Learning • Gaming • General Interest & Lifestyle