

Javaria Shafqat

SEO Content Writer

Results-driven and experienced SEO Content Writer with a proven track record of creating engaging and traffic-driving content. With over 800 articles written, I have helped numerous businesses enhance their online presence and increase audience engagement. Proficient in SEO content writing, blog writing, and article writing, I possess a strong understanding of search engine algorithms and techniques to optimize content for improved visibility and ranking.



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WORK EXPERIENCE

SEO Content Writer

MB.Studios

09/2021 - Present Punjab, Pakistan

Achievements/Tasks

- Create articles for website based on Coffee Niche.
- Create and post blog posts at Mattress based website for engagement.
- Work in Different Writing Style and Formats i-e Product Description and Guide format.

Freelancer

Content Writer

08/2020 - Present Punjab, Pakistan

Achievements/Tasks

- Produced well-researched and engaging content for blog posts and articles.
- Conducted keyword research and incorporated SEO best practices to optimize content.
- Implemented content strategies to improve website traffic.

EDUCATION

Master of Philosophy (M.phil), English Literature

Riphah International University, Faisalabad Campus

02/2021 - 07/2023 Faisalabad, Punjab, Pakistan

Bachelors in English Literature (BS.hons)

Government College Women University, Faisalabad

10/2015 - 07/2019 Faisalabad, Punjab, Pakistan

SKILLS

Excellent verbal and written communication skills

Strong creative mindset

Knowledge of marketing principles and strategies

Ability to find and use reliable sources

Ability to write articles in different style and format

Understanding of search engine optimization (SEO)

Ability to work under tight deadlines

Familiarity with social media platforms

PERSONAL PROJECTS

Content Writer for Mattress Industry (09/2021 - Present)

- Increased website traffic and user engagement.
- Improved search engine rankings for targeted keywords.
- Positive feedback and reviews from clients and readers.
- Consistent, high-quality content delivery.

Content Writer for Coffee Industry (09/2021 - 07/2023)

- Create informative and persuasive content related to coffee to cater to the respective target audiences.
- Develop content that enhances brand visibility and drives traffic for clients in these industries.
- Maintain a consistent and professional tone across all content pieces.
- Ensure that the content is optimized for search engines (SEO) to improve online visibility.

Content Writer for Entertainment Niche (10/2022 - 08/2023)

- Well-researched and engaging articles on movies and TV shows from Australia, New Zealand, UK, USA, and South Africa.
- SEO-optimized content with appropriate keywords and meta descriptions.
- Content delivered in various formats, such as blog posts, features, reviews, and listicles.
- Timely submission of drafts and final content pieces.

INTERESTS

Content Writing

Blog Writing

Article Writing

Ghost Writing

Product Description

Content Strategy

Editing and Proofreading