



ZUNAIRA ALI

CONTENT WRITER

PROFILE

I am just a wanderer, who writes.

SKILLS

Microsoft office
Critical analysis
Research and fact-checking
Proofreading/Editing
Digital communication
Social Media Management
SEO optimization
Content Creation
Op-Ed writer

EDUCATIONAL TRAINING

BS in Political Science

Quaid-e-Azam University-2020
cGPA: 3.9/4

FSC Pre-Medical

Sir Syed Science College-2015
764/1100

Matriculation

Sir Syed Public School-2013
932/1050

HOW TO REACH ME

Cell: +923310315777
Email: alizunaira12@gmail.com

CAREER SUMMARY

Freelance Content and Copy Writer

Upwork | July 2020 to present

- Wrote articles/blog posts on many niches (Fashion, Travel, Marketing, Food, Lifestyle, weather, etc.) for my clients
- Deliver website content for landing pages or about us pages
- Produce product reviews for various trading/forex sites

Freelance Content Writer

Truelancer | December 2020 to present

- Made some affiliated content for Amazon
- Wrote white papers specifically related to business
- Did ghostwriting in Tech, Marketing, Gifting, niche.
- Develop product descriptions for Shopify and Aliexpress clients

Published Articles

- Daily Times
- Dayspring

TRAINEE IN GENDER MAINSTREAMING

JICA | 2018-05 to 2018-08

- It involves the integration of gender so that policymakers could include a gender perspective while developing policies of diverse fields like sports, energy, and education.