



# Shahrukh Javed

Content Strategist | Content Editor | Communications Specialist | Digital Marketer | Copywriter | Creative Planner | Technical Writer

Conversion-focused content marketer with over 5 years of experience producing copy that sells like crazy. Versatile HubSpot-certified writer accustomed to creating engaging blog posts, web copy, newsletters, cold emails, press releases, social media & Google ads, product descriptions, video & webinar scripts, infographics, and technical documentation (software user guides, SOPs, etc.).



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## SKILLS

Copywriting

Content Marketing

Content Audit

Business Writing (HubSpot-Certified)

Editorial Calendar Planning

Social Media Management

Lead Generation

WordPress

Canva - Design

MailChimp

Interpersonal Ability

Creative Thinking

Attention to Detail

Versatility & Adaptability

## LANGUAGES

English

*Native or Bilingual Proficiency*

Urdu

*Native or Bilingual Proficiency*

## WORK EXPERIENCE

### Senior Digital Marketing Associate

#### AutoLeap (Auto Repair Shop Management Software)

08/2021 - Present

##### Achievements/Tasks

- Wrote copy for the revamped company website. Produced on-page blog posts, guest posts, and social media marketing content.
- Boosted lead generation by 40% while slashing the cost per lead by 25%.

### Team Lead - Content

#### HexaClicks (White Label Digital Marketing Services)

02/2021 - 07/2021

##### Achievements/Tasks

- Hired and mentored 11 writers. Oversaw content production for more than 35 projects.
- Created "Content Help Center" for client and agency partner details. Subsequent companywide implementation of the idea enabled new hires to get up to speed easily.
- Researched demographics, competitor services, and industry trends to devise effective marketing strategies.

### Content & Community Manager

#### East River (Digital Advertising Agency)

08/2020 - 01/2021

##### Achievements/Tasks

- Managed digital content production (web, social media, and email marketing) for various clients to increase brand awareness and drive sales.
- Collaborated with design, marketing, and sales teams to build compelling product stories and ensure successful execution of ad campaigns.

### Content Associate/Editor

#### Sofizar ConstellationCK (Digital Advertising Services)

01/2019 - 07/2020

##### Achievements/Tasks

- Developed engaging copy that resonated with the target audience and improved sales by 45%.
- Coordinated with the marketing team to put together exciting email campaigns that increased open rates by 15%.

### Senior Content Strategist

#### Careerz360 (Executive Search & Recruitment Services)

06/2016 - 03/2018

##### Achievements/Tasks

- Prepared company website content from scratch. Wrote on-page and off-page blog posts, guest posts, social media copy, brochures, and newsletters.
- Increased direct referral web traffic by 5% to 10% month over month through content contribution to high authority sites like Blogger, Medium, Steemit, and Tumblr.

## EDUCATION

### MBA (Finance)

#### FAST-NUCES (National University of Computer & Emerging Sciences)