

YUSRA WAHEED

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Copywriter | Content Writer | Content Specialist

Copywriter with comprehensive experience of writing cross-channel copy for web-content, product communications, press releases, social media copy, and advertising material. Adept at publishing content for social media marketing, blogs, and newsletters by complying with SEO guidelines.

Key Skills: Copywriting, Editing & Proofreading, Social Media Management, Notion, Slack, Asana, Shopify, MS Office, Influencer Marketing, Email Marketing, Creative Writing, SEO Optimization, Google Analytics, Facebook & Instagram Ads.

PROFESSIONAL EXPERIENCE

Our Happy Mess

Part-Time Social Media Manager (09/2021 - Present)

- Writing social media copy and designing posts
- Writing blog posts on Wordpress
- Creating strategies and implementing them to increase the overall reach of the brand and drive traffic to the website.

Paragon Europe Internships

Freelance Copywriter (08/2021 – Present)

- Writing reams of social copy for multiple channels, paid digital ads, corporate literature, press materials, and newsletters for B2B and B2C clients
- Brainstorming, researching, and analyzing topics for business and brand development to structure goal-oriented copy.
- Writing copy for bulk-mailing campaigns and liaising with team lead, CEO, and managers to create appropriate user profiles for the target audience

Legends By Inzamam ul Haq

Copy & PR Associate (02/2021 – 11/2021)

- Managed website via Shopify and created new copy and website designs for every new campaign launch.
- Created and monitored social media campaigns across all channels (Facebook, YouTube, Instagram)
- Deployed Google Ads Keyword planner to find top ranking keywords to write keyword optimized blogs.
- Wrote press releases, CEO profiles, internal and external promotional materials, direct mail, and advertising materials.
- Created copy for all social media platforms including paid ads, static and video captions.
- Strategize content quarterly based on Google Analytics data, geographical targeting and keyword planning.

Walnut Communications

Senior Copywriter (09/2019 – 01/2021)

Junior Copywriter (02/2018 – 09/2019)

- Worked on the content strategies and execution of PR and marketing campaigns for brands including **Coca Cola, Reckitt Benckiser, Peek Freans (EBM), Colgate-Palmolive, Infinix, Zindagi, Unilever, 7th Sky Entertainment, Bisconni**, and more.
- Created email copy, social media copies, articles, blog posts, and interview drafts for the PR and marketing campaigns for the brands.
- Wrote copy for businesses within the health care, public sector, education, entertainment, and beauty industries.
- Provided literary and strategic insight for a variety of public relations, marketing, and internal communications material to create effective and informative copy from start-to-finish.
- Managed a team of 2 assistant editors and communicated with 20+ freelancers, assigning them topics and edited their blogs.
- Conducted interviews with CEOs, Managing Directors, PR Specialists, and other talents for marketing campaigns.

Ethnic Market Research

Social Media Executive (09/2018 – 12/2018)

- Created social media copies for six different brands across all major platforms (Facebook, Twitter, Instagram)
- Worked closely with the Marketing Specialist to post engaging content, upload videos, images, and audio files across social media platforms paced through an editorial calendar.

EDUCATION

Bachelor's (BS) in English Linguistics, NED University of Engineering and Technology

2019

- **Final Year Project:** 'Gender Difference in Writing: A Stylistics and Critical Discourse Analysis of Pakistani English Novelists'

Specialization: Creative Writing, Academic Writing, Media Discourse, Research, Semantics, Sociolinguistics, Psycholinguistics

Certification: Fundamentals of Digital Marketing, Google; Content Marketing, HubSpot; SEO Training, Udemy

Portfolio: <https://yusrawaheed.journoportfolio.com/>