

# HUMAIRA MALIK

STRATEGIC COPYWRITER & CONTENT ARCHITECT | 7+ YEARS  
OF NARRATIVE EXCELLENCE & CLIENT SUCCESS



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## OBJECTIVE

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A versatile and results-driven Copywriter and Content Specialist with 7+ years of experience in crafting high conversion narratives and SEO optimized digital content. Expert in bridging the gap between brand identity and audience engagement through precise writing and data backed strategies. Proven track record in managing international client relationships and delivering high-impact copy for e-commerce, wellness, and lifestyle brands.

## CORE COMPETENCIES

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- **Writing Excellence:** Direct Response Copywriting, Long-form Article Writing, Technical Blog Composition, and Product Descriptions.
- **SEO & Strategy:** Keyword Research & Mapping, Content Gap Analysis, and Search Intent Optimization.
- **Digital Tools:** Advanced Proficiency in AI Writing Assistants, Basic Image/Video Editing, and Content Management Systems (CMS).
- **Relationship Management:** Expert Client Communication, Collaborative Team Dynamics, and Freelance Project Management.
- **Research:** In-depth Data Mining and Fact-checking to ensure authority and accuracy.

## EXPERIENCE

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2021 – 2025

### Tronich Media | Product Copywriter

- Engineered persuasive product copy for diverse e-commerce portfolios, directly increasing conversion rates through benefit-driven storytelling.
- Collaborated with marketing teams to align product messaging with evolving market trends.

2024 – 2025

### HS PLUS (Slovenia) | Copywriter

- Developed localized and globally resonant copy for an international market, ensuring brand consistency across different cultural contexts.
- Streamlined the content production workflow by integrating AI tools for drafting and brainstorming.

2024 – 2025

### MentalHappy ([www.mentalhappy.com](http://www.mentalhappy.com)) | Blog Writer

- Authored empathetic, high-engagement blog posts focused on mental health and wellness.

- Utilized precise writing styles to simplify complex psychological concepts for a general audience.

2022 – 2024

### **Slickboots.com | Article Writer**

- Produced SEO-rich articles and buying guides, maintaining a consistent 95%+ "Green" readability and SEO score.
- Conducted rigorous keyword research to capture high-volume search traffic.

2018 – Present

### **Independent Freelancer | Content Strategist & Writer**

- Partnered with various global clients to provide bespoke content solutions, ranging from social media captions to comprehensive whitepapers.
- Managed end-to-end client relationships, from initial briefing to final revision and delivery.

## EDUCATION

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2016 – 2018

### **Master of Arts in English Literature**

Bahauddin Zakariya University (BZU), Pakistan

Completed a rigorous curriculum in professional writing, publishing, and editorial practices.

## TECHNICAL SKILLS & TOOLS

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- **Writing & Editing:** AP Style, SEO Copywriting, Narrative Storytelling, Content Refinement.
- **Data & Research:** Advanced Google Search Operators, Competitive Analysis, Accurate Fact-checking.
- **Multimedia & AI:** Canva (Image Design), Basic Video Trimming/Editing, Prompt Engineering for AI Tools.
- **Soft Skills:** Precise Communication, Deadline-Oriented, Team-Working Individual, Adaptability.

## LANGUAGES

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- English: Full Professional Proficiency (Expert in Creative & Formal Writing)
- Urdu: Native/Bilingual Proficiency