



Wajiha Tahir (Content and Copywriter)

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Links: [LinkedIn](#) | [Portfolio](#)

Nationality Status: Blue Card Holder

Personal statement

A highly motivated and experienced content writer, currently looking for job opportunities to apply my skills. Excellent content writing skills along with a thorough knowledge of SEO, SEM, and CMS.

Key Skills

- 5 years of experience with creating SEO-optimized content and copywriting for multiple audiences and international clients.
- Experienced user of various SEO and CMS tools such as Semrush, Moz Keyword Explorer, Google Analytics, Ahrefs, WordPress, Google Docs, MS Word.
- Experience with various project management tools such as Asana, Teamwork and Trello.

Employment History

Career break taken to move to Berlin on FRV Visa

(August 2022 – Present)

Assistant Manager Content at Reach First, Islamabad *(Sept 2020 – August 2022)*

- Managed the content team of about 10 content writers to develop and execute content creation and marketing strategies.
- Each client had a unique business, so I created content for multiple topics by carrying out relevant keyword research using Moz Keyword Explorer and UberSuggest.
- Used Grammarly and other SEO tools to verify the SEO optimization of the content.
- Proofread content and made sure that the content developed is 100% plagiarism free.

Content And Copy Writer at Arcana Info, Islamabad *(September 2019 – May 2020)*

- Created SEO-optimized content for the company's Dubai website and landing pages.
- Worked one-on-one with the company's clients to understand their content needs and developed articles and blog posts.

Content Writer at Stone Fly, Inc, Islamabad *(March 2019 – June 2019)*

- Created SEO content (blog posts and articles) for the company's cloud storage solutions by researching the right keywords and tone of the brand.
- Crafted whitepapers and case studies related to online viruses, ransomware, and their solutions and got my first whitepaper published on the website.
- Worked directly with the team lead to craft compelling content for the blogs and articles and made sure that the content created is free of any errors and plagiarism.

SEO Content Writer And Social Media Manager at Irtifa Group Of Companies, Islamabad *(September 2018 – December 2018)*

- Created content for articles, blog posts, and social media posts for the company.
- Got hands-on experience in using social media tools, managing social media pages (Facebook, Twitter, Instagram, LinkedIn), and using CMS such as WordPress.
- Worked with other design department to create attractive and engaging social media posts for clients.
- Worked on Trello software for tasks assignment and delivery.

Online Content Writer at ABC Writings *(September 2017 – September 2018)*

- Wrote several blogs as a freelance content writer for retail topics and various Amazon products.
- Developed creative and compelling product descriptions which led to the selling of those products.
- Completed work under tight schedules and delivered work of more than 4000 words per day while maintaining the accuracy of the content.

Education

Bachelor of Space Science, Institute of Space Technology, Islamabad *(Oct 2013 – August 2017)*

Relevant Courses

- The Strategy of Content Marketing, Coursera *(September 2019 — November 2019)*
- Content Strategy for Professionals: Managing Content, Coursera *(September 2020 — November 2020)*
- SEO Training Online, Udemy *(September 2021 — November 2021)*
- Google Project Management: Professional Certificate, Google *(Current)*

Hobbies

Reading self-help books and novels, watching action movies, bicycling, attending social events

Languages

English | Proficient

German | A1 (Currently learning further levels)