



Wajiha Tahir, (Senior Content and Copywriter)

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Personal Statement:

A motivated and experienced content writer with 5+ years of experience and a thorough knowledge of SEO, SEM, and CMS. Gained more than 80% website traffic by generating powerful and engaging content. Eager to take content-related responsibilities to apply my skills and learn new ones.

Technical skills:

SEO, SEM, Writing, Editing, MS Word, Asana, ClickUp, WordPress, Trello, Figma, Google Analytics, Google Docs, Google Sheets.

Education And Trainings:

- **Bachelor of Space Science, Institute of Space Technology, Islamabad** (*Oct 2013 – August 2017*)
- The Strategy of Content Marketing, Coursera (*September 2019 — November 2019*)
- SEO Training Online, Udemy (*September 2021 — November 2021*)
- Google Project Management: Professional Certificate, Google (*Currently doing*)

Professional Experiences:

- **Copywriter at SolaVieve Technologies, Berlin** (*July 2023 – Oct 2024*) I was given the responsibility of writing engaging and conversational content covering these six dimensions by writing articles, social media posts, blog posts, newsletters, and video content.
- **Assistant Manager Content at Reach First, Islamabad** (*Sept 2020 – August 2022*) I managed the content team of about 10 content writers to develop and execute content creation and marketing strategies considering all important checklists of effective SEO content.
- **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. Developed engaging SaaS content and drove website traffic by more than 30%.
- **Content Writer at Stone Fly, Inc, Islamabad** (*March 2019 – June 2019*) Stonefly is a SaaS business where I created SEO content (blog posts and articles) for the company's cloud storage solutions by researching the right keywords and tone of the brand.
- **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.

- **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.

Language:

English | C1 German | B1

Hobbies:

Badminton, Table Tennis, Painting, Gaming