



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, CRM, and CMS. Gained more than 50% website traffic by generating powerful and engaging content.

## Technical skills:

SEO, SEM, CRM, Content and Copy Writing, Editing, Social Media Management, MS Word, Asana, ClickUp, WordPress, Trello, Figma, Canva, Google Analytics, SEMrush, HTML, CSS

## Professional Experiences:

- **Author at [Meer.com](https://www.meer.com) and FizzyMag** (*Oct 2025 - present*)
- **Copywriter, SolaVieve Technologies, Berlin** (*July 2023 – Oct 2024*). I worked on writing engaging and conversational content covering the six dimensions of health, including articles, social media posts, blog posts, newsletters, and video content.
- **Assistant Manager Content, Reach First, Islamabad** (*May 2022 – August 2022*). I managed the content team of 10 content writers to develop and execute content creation and marketing strategies.
- **Senior Content Writer, Reach First, Islamabad** (*Sept 2020 – April 2022*). Started as a junior content writer and got promoted to senior content writer. I worked with my team to create engaging content for the clients' B2B businesses and improved the web traffic by more than 40%.
- **Content and copywriter, 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 20%.
- **Content Writer, 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.
- **SEO Content Writer And Social Media Manager, Irtifa Group Of Companies, Islamabad** (*September 2018 – December 2018*). Created content for articles, blog posts, and social media posts for the company website. 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, ABC Writings** (*September 2017 – September 2018*). Wrote several blogs as a freelance content writer for retail topics and various Amazon products.

## Education And Training:

- How to Research and Write Using Generative AI Tools, LinkedIn (*Dec 2025*)
- Marketing Strategy, SEO Content Writing, LinkedIn (*Dec 2025*)
- German Integration Course up to B1 level (*Dec 2024 – Nov 2025*)
- 6 months Full-time Full-stack Development course, Code Academy, Berlin (*Oct 2023 – April 2024*)
- 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*)

**Languages:** English | C1 Fluent    German | B1 - B2

**Hobbies:** Badminton, Table Tennis, Painting, Video Gaming