



# Asma Majeed

CONTENT MANAGER

## Details

Karachi  
Pakistan  
03052037666  
[asma7643@gmail.com](mailto:asma7643@gmail.com)

## Links

[LinkedIn](#)  
[Portfolio](#)

## Skills

- Communication Skills
- Content Creation
- Copywriting
- Content Marketing
- Canva
- Team Management
- Notion
- Ahrefs
- SEO Surfer
- SEMRush
- Google Search Console
- Google Analytics

## Languages

English  
Urdu

## Profile

Experienced and driven Content Manager with over four years of experience in creating compelling SEO content across multiple media platforms that drive engagement & brand visibility.

## Employment History

### Content Manager, The Dreams Agency, Karachi

JUNE 2023 – PRESENT

- Developing a **content strategy** that aligns with short-term & long-term marketing targets.
- Collaborating with marketing & design teams to **plan & develop content, style, & layout**.
- Creating and publishing **long-form content**.
- **Editing, proofreading**, and improving writer's blogs,
- **Managing a team** of four writers.
- Incorporating **SEO optimization** in content.
- Developing **editorial calendar**.
- Publishing articles on **WordPress**.
- Using SEO tools for **keyword research**, strategy, and measuring progress.

### Senior Content Writer, The WriteUp, Karachi

JANUARY 2020 – MAY 2023

- Serving as a key writer for **SEO articles and blogs**.
- Extensive **ecommerce and digital marketing-related research** for articles.
- Consistent delivery of **6,000 words per day**, including website content and regularly published blogs.
- Optimizing content through **SEO tools**, such as **SEO Surfer, Ahrefs, Yoast, SEMRUSH**, etc.
- Developing **100% original content** without using AI tools.

### Intern (Sales & Account Management), Foodpanda, Karachi

JULY 2019 – AUGUST 2019

- Conducting **comprehensive marketing research** for various restaurant brands.
- **Assisting meetings** with restaurant vendors.
- Creating **sales and business performance reports**.
- Making **business review presentations based on the KPIs** of vendors.

## Education

### Bachelors in Social Sciences, SZABIST, Karachi

SEPTEMBER 2019 – JUNE 2023

### A'Levels, Nixor College

SEPTEMBER 2012 – MAY 2014

## Courses

### The Content Writing Course by Paul Jenkins, Udemy

AUGUST 2023 – AUGUST 2023

### Content Marketing Certification, HubSpot Academy

JUNE 2023 – JUNE 2023