



MEHREEN HASSAN

Copywriter | Content Writer |
Proofreader | Copy Editor

+971 58 5465830

+92 300 4139137

mehreenhassan84@gmail.com

[LinkedIn](#)

[Portfolio](#)

PROFILE

A dedicated and results-driven Content Writer and Copy Editor with a proven track record of creating engaging content, driving organic growth, and maximizing brand visibility.

EDUCATION

Master of Applied
Linguistics

Kinnaird College University

Bachelor of Journalism

Kinnaird College University

PROFESSIONAL CERTIFICATIONS

Digital Marketing and E-
Commerce, Google

Social Media Marketing
and Management, Udemy

CELTA, Cambridge
University

Experience

● Stage Properties | Dubai, UAE

Oct 2023 - Present

Senior Content Writer

- **Content Strategy and Execution** for Stage Properties and Sister Companies (PRANA Home Spa, Escape 24 Holiday Homes, and Bowbo Fashion Line.)
- **Brand Development and Collaterals:** Crafting brochures, decks, catalogs, and other marketing material aimed at building brand equity.
- **Website Copy:** Writing engaging website content and landing page copy aimed at a 50% reduction in bounce rates and a 35% increase in average time spent on the site.
- **Email Marketing Campaigns:** Writing email copy for email drips and project launches, leading to a 25% growth in subscriber engagement and a 20% rise in email open rates.
- **Blog Management:** writing content for blog posts section, aimed at 60% increase in organic traffic and a 40% growth in social media shares. Managing editorial calendar
- **Social Media Management:** Crafting content strategy, calendars, writing, scheduling, and posting

● Maple & Rose Real Estate | Dubai, UAE

Dec 2022- Oct 2023

Content Lead

- Spearheaded **content strategy** and **content calendars**, resulting in a 30% increase in content engagement and brand visibility.
- Successfully created content assets and **marketing collaterals** that contributed to a 20% boost in lead generation.
- Managed **social media marketing** efforts, including calendar planning and brand management, resulting in a 25% growth in followers and a 15% increase in social engagement.
- Produced **web content and blogs**, optimizing SEO strategies, leading to a 40% increase in organic website traffic.
- Crafted persuasive ad copy for **PPC, Google Ads, and Facebook Ads**, delivering a 35% improvement in click-through rates.
- Orchestrated **email marketing campaigns**, leading to a 20% increase in email open rates and a 15% rise in conversion rates.
- Leveraged **SEO tools** and strategies to improve website rankings, resulting in a 25% increase in search engine visibility.
- Developed **message initiatives** tailored to different **funnel stages**, resulting in a 10% increase in conversion rates.
- Utilized **automation tools** to streamline content delivery and scheduling.

● HostPapa | Canada

Apr 2022 - Dec 2022

Digital Content Writer

- Managed the entire content creation process, from briefs to performance measurement, achieving a 20% increase in content production efficiency.
- Produced content marketing materials and creative concepts that contributed to a 15% growth in brand awareness.
- Crafted engaging blogs, guides, and manuals, leading to a 25% increase in website traffic.
- Authored web and paid ad copy that generated a 30% boost in click-through rates.
- Utilized analytic tools to measure content performance and adapt strategies, resulting in a 20% improvement in content effectiveness.
- Developed message initiatives aligned with various funnel stages, achieving a 15% increase in conversion rates.

MEHREEN HASSAN

Copywriter | Content Writer
Proofreader | Social Media
Marketer

+971 58 5465830

+92 300 4139137

mehreenhassan84@gmail.com

[LinkedIn](#)

[Portfolio](#)

EXPERTISE

- Copywriting
- Content Strategy and Execution
- Proofreading and Copyediting
- Social Media Marketing
- SEO Writing
- Brand Voice Management
- Creative Ideation
- SaaS, B2B, B2C, D2C Writing
- Automation Tools
- Google and Meta Ad Copy
- Email Campaigns
- Exceptional Communication Skills
- Meeting Deadlines
- Problem Solving and Conflict Resolution
- Meticulous and Detail Oriented
- Long and short-form content writing and editing

PORTFOLIO

Experience

● Media Gearheads | Estonia

Dec 2021 – Apr 2022

Content Writer | Copywriter

- Produced high-quality content for various digital platforms and brands.
- Employed SEO writing techniques and keyword placement, resulting in a 15% improvement in organic search rankings.
- Authored product reviews, descriptions, and comparisons, enhancing product visibility and conversion rates.
- Created informative "How To" guides, driving a 20% increase in user engagement.
- Crafted long-form articles that led to a 25% growth in readership.
- Optimized Amazon listings, resulting in a 30% boost in product sales.

● Klarecon

Feb 2022 – Sep 2022

Content Writer

- Produced engaging articles, listicles, blogs, and editorials.
- Authored compelling product listings that led to a 20% increase in product page views.
- Crafted lifestyle content that resonated with target audiences, resulting in a 15% increase in social shares.
- Provided editing and proofreading services to ensure content quality and accuracy.

● 1947 Partition Archive | Pakistan

Sep 2018 – Dec 2021

Content Writer

- Organized and conducted interviews, preserving oral histories.
- Authored impactful oral history narratives.
- Contributed to archiving stories and conducting in-depth research.
- Developed style guides to maintain consistency in content..

● Premiere DLC Pvt Ltd. | Pakistan

Aug 2021 – Feb 2022

Content Writer | Editor

- Created scripts for training modules and transcriptions of training module videos.
- Provided content editing and writing services to enhance training materials.

● mHealthCoach, LLC | Chicago, USA

Nov 2013 – Jan 2018

Copywriter

- Blogs and newsletters
- Web copy
- Ad copy
- Social Copy