

MUHAMMAD YAHYA

TECHNICAL CONTENT STRATEGIST

CONTACT



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- Lahore, Pakistan

PROFILE SUMMARY

Senior Content Writer with over 4+ years of experience in crafting engaging, SEO-optimized content for B2B industries, including tech, finance, and e-commerce. Skilled in producing blog posts, web content, email campaigns, and white papers that drive audience engagement and support lead generation. Expertise in developing content strategies, aligning messaging with brand goals, and optimizing for search engines to boost visibility.

EDUCATION

2017 - 2021

LAHORE GARRISON UNIVERSITY

- Bachelors In Computer Sciences

2014 - 2016

FORMAN CHRISTIAN COLLEGE

- ICS
- 1st Division

SKILLS

- Project Management
- Teamwork
- Time Management
- Leadership
- Effective Communication
- Critical Thinking

LANGUAGES

- English: Fluent
- Urdu: Fluent

WORK EXPERIENCE

Xpert Prime

2024 - PRESENT

Technical Content Strategist

- Working as a senior content strategist to plan and execute content for multiple international clients across the globe.
- Craft high-quality and engaging blogs for LEAURY and Xpert Prime. Also, working with BD team for successful e-mail campaigns.

Source Kode Solutions

2022 - 2024

Senior Content Editor

- Conducted market research to identify emerging trends and consumer preferences, providing valuable insights for vaping industry.
- Oversaw the creation of engaging content for various platforms, collaborating with internal teams and external agencies to ensure brand consistency and relevance.

Systems Limited

2021 - 2022

SEO Content Writer

- Developed and executed multiple content strategies, resulting in a 25% increase in lead generation through cold emailing.
- Implemented SEO Content strategies that improved website traffic by 30%, enhancing online visibility and positioning the company.