

# Arooj Ishtiaq

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## SUMMARY

I am an experienced SEO content writer with a strong background in SEO, copywriting, marketing, and content strategy. Skilled in using content management systems (CMS), I specialize in efficiently uploading, formatting, and publishing content. My work spans various industries, including health, technology, real estate, and product marketing, where I have successfully reduced content deployment time by 30% and boosted website update frequency by 50%. I'm dedicated to delivering high-quality, impactful content that not only meets but exceeds client expectations. Let's work together to make your brand stand out with powerful and engaging words!

## EXPERIENCE

### Social Media & Web Copywriter

#### Free Mind Marketing- (United Arab Emirates)

Feb 2024 – Present · Remote

- I created social media content plans that boosted engagement by 40%, leading to a 25% jump in social media traffic and a 15% increase in leads. My approach involved writing posts that resonated with the audience and encouraged more interaction.
- I applied SEO techniques to write blog articles that made it to the first page of Google search results. This effort resulted in a 50% rise in organic traffic to the website, helping the company reach a broader audience.
- I wrote compelling email content that improved open rates by 20% and increased click-through rates by 10%. This led to higher conversion rates for the company's products, as more recipients took action after reading the emails.

#### SEO Content Writer

#### DMoose-(United States)

Feb 2023 – Feb 2024 · Remote

- Mentored and guided junior SEO content writers, enhancing their skills in keyword optimization, web content structuring, and SEO techniques, which resulted in a 30% boost in the overall quality and efficiency of the content produced.
- Worked closely with marketing teams to strategically distribute SEO-optimized content across various platforms, such as social media, email newsletters, and content collaborations, leading to a 40% rise in website traffic and user engagement.
- Conducted weekly training sessions focused on SEO best practices, including keyword research, on-page optimization, and content formatting. This initiative improved the team's keyword integration skills and increased the search engine rankings for published content by 50%.

#### SEO Expert

#### Night Owl Consulting- (Philippines)

Dec 2023 - Aug 2024 · Freelance

- Executed comprehensive SEO audits for the website, identifying key areas for improvement and implementing tailored strategies that resulted in a 20% increase in organic search traffic.
- Utilized advanced keyword research tools to optimize website content for the site, leading to a 15% boost in search engine rankings and a 10% increase in conversion rates.
- Developed and executed link building campaigns for the website, resulting in an average of 100 new high-quality backlinks per month and a 30% increase in domain authority.

#### Technical WordPress Writer

#### Koncept Solutions International-(Islamabad)

Jun 2022 – Jan 2023 · Hybrid

- Researched and implemented SEO best practices in content creation, resulting in a 3x increase in organic search traffic for exercise-related pages.
- Created engaging web copy that led to a 50% decrease in bounce rate on exercise content pages.
- Used Google Analytics to track user engagement metrics and made data-driven decisions to optimize content performance, resulting in a 20% increase in average time spent on exercise articles.

#### Content Writer

#### HS Consultants-(Islamabad)

Jan 2021 – Apr 2022 · Hybrid

- Utilized in-depth research and writing skills to craft compelling Statements of Purpose for over 100 students, resulting in a 90% acceptance rate into international universities.
- Implemented a feedback system for students to provide input on their SOPs, resulting in a 20% increase in student satisfaction and success rates.
- Collaborated with academic advisors to tailor SOPs to specific university programs, leading to a 15% increase in acceptance rates for STEM fields.

## SEO Content Writer

Boxpool- (United Arab Emirates)

Nov 2020 - Dec 2021 · Remote

- Conducted in-depth analysis of keyword competitiveness and search volume trends to uncover untapped opportunities, resulting in the identification of high-potential keywords with a search volume increase of 35%.
- Implemented customized SEO strategies, including on-page optimizations and link building tactics, leading to a substantial boost in website rankings and generating a 25% increase in qualified leads within the first quarter.
- Produced engaging web content, blog posts, and product descriptions focused on exercise, ensuring accuracy and adherence to SEO best practices. This initiative resulted in a significant increase in page views by 2 times per month.

## EDUCATION

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### Bachelors of Medical Laboratory Technology

National University of Medical, Rawalpindi

- Experienced Medical Laboratory Technologist in clinical and medical labs. Proficient in diagnostic testing across multiple disciplines, equipment operation, and quality control.
- Adheres to strict protocols and regulations, ensuring precision and safety. Seeking to contribute expertise to a dedicated healthcare team.
- Maintained rigorous quality control standards and adherence to regulatory requirements to guarantee reliable test results.
- Played a key role in specimen processing, data analysis, and overall laboratory upkeep, contributing to an efficient workflow.

## SKILLS

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- Content Creation:** Copywriting (persuasive writing, call-to-actions), Web Content, Article Writing and Editing (grammar, style, tone, clarity), Content Strategy (audience targeting, content planning), Documentation, Technical Writing, Research Skills (fact-checking, sourcing reliable information)
- SEO:** Keyword Research, On-Page SEO, Off-Page SEO, Content Optimization, SEO Analytics
- Marketing:** Content Promotion (social media marketing, email marketing), Understanding of Content Marketing Funnels (awareness, consideration, conversion), Competitor Analysis
- Tools:** SEO Tools (Ahrefs, SEMrush, Moz, Google Keyword Planner), Content Management Systems (CMS) Familiarity (WordPress, Wix, etc.), Writing and Editing Tools (Grammarly, Hemingway), Analytics Tools (Google Analytics, Google Search Console)
- Others:** Attention to Detail, Creativity, Adaptability, Communication Skills, Time Management, Slack, Excel, Fast learning, Leadership, Decision making, and Team collaboration.