



# AYESHA IMRAN

FREELANCE WRITER

## OBJECTIVE

- Seeking an opportunity to utilize my skills and qualifications in a collaborative environment, making a meaningful impact and advancing my professional journey.

## ABOUT ME

- I am a professional SEO content writer and copywriter. I have worked in copywriting and content creation for more than five years, which allows me to understand the specifics of different tasks. No subject area is prohibited - I love the idea of engaging in new areas of coverage and being able to learn them very fast.
- My commitment to research guarantees that the information you receive from me is always precise and up to date. An inventive approach to the text makes sure that the voice of the message conforms to that of the target group.
- The content creation approach that has been used in my content marketing plan has been effective in assisting companies in meeting their content marketing objectives which could be gaining traffic to a company website or even promoting a company Brand or even sales.

## CONTACT

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📍 Sargodha, Pakistan

🌐 [LinkedIn](#)

## EDUCATION

2020 - 2024

UOS, PAKISTAN

- Bachelor of English Literature

2018 - 2020

FIC, E-9 ISLAMABAD

- Fsc Ics
- 94%

2016 - 2018

FIC, E-9 ISLAMABAD

- Matric Ics
- 92%

## WORK EXPERIENCE

### Soriic Software And Tech

2022- 2024

SEO Content Writer & On-page SEO Expert

- Played a crucial role in the accomplishment of the Soriic team's online growth while working as both an SEO Content Writer and On-page SEO Expert.
- My ability to create unique and engaging copy along with my technical know-how of the on-page SEO process was very useful for Soriic improving its visibility on the web and attracting organic traffic.

### Hiline.pk, Hiline Digital & Hiline Dubai

2023-2024

Copy Writer

- I proved to be a creative thinker and strategist who came up with effective copy for creating exactly the right impression on the target market.
- The most important contribution that I brought to the company was the advanced skills I depicted in weaving stories and creating excellent brand appeals.

### Soft Solutions

2024-Present (Part-time)

Copy Writer & SEO Content Writer

- Working for Soft Solutions as a Copywriter and SEO Content Writer where I am responsible for creating interesting texts for the company's website and controlling its position on the Internet.
- My knowledge of storytelling techniques and a window into the SEO strategy was a huge boon to the company's digital marketing initiative.

## SKILLS

- Seo Content Writing
- Copy writing
- Teamwork
- Time Management
- Leadership
- Effective Communication
- Critical Thinking
- SEO keyword research
- Competitor Analysis
- Local SEO
- Creative content creation
- Blogs Articles Writing
- On-page SEO

## LANGUAGES

- English
- Urdu

## WORK EXPERIENCE

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### BLOGGER

2022- 2024

#### Personal Website

- Crafting engaging and informative content that ranks high on search engine results pages (SERPs).
- My expertise lies in conducting in-depth keyword research, optimizing content structure and layout, and writing compelling copy that resonates with target audiences. With a strong understanding of SEO best practices,
- I deliver high-quality content that not only captivates readers but also drives organic traffic and improves website visibility.

### MEDIUM

2022- 2024

#### Personal Website

- With a proven ability to craft compelling and informative content that ranks high on search engine results pages (SERPs).
- With a deep understanding of SEO best practices and keyword optimization, I create engaging blog posts, articles, and website copy that captivates audiences while driving organic traffic.
- My meticulous attention to detail and ability to adapt her writing style to suit diverse industries make her an invaluable asset to any digital marketing team.

## PORTFOLIO

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- PORTFOLIO
- BLOGGER
- MEDIUM
- SOFT SOLUTIONS
- HILINE.PK
- HILINE DIGITAL