Khadija Fatima

CONTENT WRITER

WHY HIRE ME?

I would make you/your business appear smart!

LET'S FIND OUT MORE!

GET IN TOUCH:

+92 333 2523 691

KHADIJA FATIMA

DEEJA.SAMO

KHADIJAFATIMASAMO@GMAIL.COM

ACADEMIC BACKGROUND:

MSC MASS COMMUNICATION

Major in Media and Journalism
Allama Iqbal Open University (Distance Learning)

2020 - 2022

BACHELORS IN ARTS

Major in Literature
Benazir Bhutto Shaheed University

2018 - 2020

PROFESSIONAL SUMMARY

Creative and SEO writer with experience in writing/editing for SAAS business model and real estate industry. Exceptional at designing and developing user-friendly content for both national and international audience/businesses. Experienced with training, social media management, adding value to website's content, and research.

AREAS OF EXPERTISE:

- SEO Writing/Analysis
- Content Marketing & Management
- Creative Writing
- Proof-reading/Editing
- Designing Marketing Campaigns
- Leadership and Management
- WordPress

PERSONAL ACHIEVEMENTS

- Travelled two countries
- On my journey to become digital content creator

Work Experience

INNOVATIVE SOLUTIONS (CONTENT WRITER)

June 2021 - Till Date

- Abstract writing for books
- Social media posts
- Website content

HATCHTECHS/HUNDREDALPHA (CONTENT LEAD)

For their portals: Jagahonline.com and Propertify.com
Sept 2020 - June 2021

- Collaborating with digital marketing head and design content for social media, blog pages, paid content, and outreaching content
- Managing, assigning, and leading a group of creative, technical, script, and content writers
- Assistance in business campaigns
- Monitoring organic growth with the help of SEO team
- Setting goals for Content Marketing Department and strategising growth
- Proofreading/Editing digital content

ZAMEEN.COM (CONTENT SPECIALIST)

May 2019 - Aug 2020

- Curating optimised content for daily blogging
- Researching for trendy and traffic-driving blog topics
- Collaborating with editors and SEO team
- Uploading and publishing content

AKHUWAT ORGANISATION (LANGUAGE COORDINATOR)

July 2018 - Feb 2019
NJV High School Project (Project Based)

- Designing language curriculum for early years
- Managing teachers and collaborating with parents

PAK AMERICAN CULTURAL CENTRE (LANGUAGE TRAINER)

May 2018 - July 2018 (Project Based)

- Designing courses for different age groups
- Preparing training programmes and executing them
- Collaborating with IELTS trainers and assisting them

FREELANCING AND PROJECTS

- WeProms (Lahore-based digital agency)
- Fiverr
- Dastaan Freelancers
- Brilliance Freelancers

COURSES & INTERNSHIPS

- German Language from GOETHE
- SEO Courses from University of Davis
- Paramount Publishers
- Oxford Press

HOBBIES & LIKES

- Reading and writing
- Travelling
- Calligraphy and hand-lettering

Professional References

Sr. Content Editor Innovative Solutions, Tahir Ali

COO The Walkway School, Moazzam Shah Bukhari

CEO Girardin & Graphic Lead, Maham Hussain Khan

Content Editor Qurat-ul-Ain Khan, Zameen.com

CEO WeProms, Zeeshan Sikander

Let's create value together!