

Hamza Ali

SEO CONTENT WRITER

PERSONAL INFORMATION



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LinkedIn Profile

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SKILLS

CONTENT WRITING INCLUDING WEBCOPY



CONTENT MANAGEMENT & STRATEGY



CONTENT EDITING



SEO & STRATEGY



TEAM MANAGEMENT



PROJECT MANAGEMENT



SUMMARY

Highly motivated and results-driven SEO Content Writer with 4 years of experience in effectively managing end-to-end SEO projects. Skilled in website content writing and editing, on-page and technical SEO, and developing comprehensive SEO and content strategies. Seeking a challenging role to leverage my expertise and contribute to the success of a forward-thinking company.

EXPERIENCE

Content Writer & On-Page SEO Specialist, Capital Brand Technologies (June 2019 - Present)

- Led website content writing and editing, ensuring high-quality and engaging content.
- Executed on-page and technical SEO strategies to optimize website performance and rankings.
- Collaborated with the off-page SEO department to drive effective link-building campaigns.
- Managed social media posts content to enhance brand visibility and engagement.
- Created compelling Blog posts, Webcopies, content for Leaflets, Brochures, Banners, Standee and Branding items, etc.
- Developed and implemented SEO and content strategies to improve online presence.
- Oversaw team operations, assigned tasks, and ensured smooth workflow management.
- Prepared proposals and delivered presentations to clients, showcasing expertise and winning new business.

Freelance Work (2020 - Present)

- Most of the aforementioned tasks + anything written in content writing, editing and SEO Skills

EDUCATION

➤ Bachelor's in Business Administration (2018 – 2022)

Specialization: Marketing

From: Bahria University, Islamabad

CONTENT WRITING & EDITING SKILLS

- Web Copywriting
- Blog Writing
- PPC AD Copies & Landing Pages
- Proposal Writing
- Product & Service Descriptions
- B2B & B2C Webcopy
- Apps & Games Descriptions
- Technical Writing Incl. Contracts
- Social Media Posts
- Whitepaper Writing
- YouTube Video Transcripts

SEO SKILLS

- Keywords Research
- SEO Audit
- Content Audit
- On-Page SEO Audit
- Technical SEO
- Core Web Vitals (Pagespeed Issues)
- On-Page SEO Optimization
- GMB Optimization (Google Profile)
- SEO Automation
- Local SEO

PORTFOLIO LINK

<https://drive.google.com/drive/folders/19Znr8kaHfyBW5OnS1yxwWL2qKEShsgic>

REFERENCES

- To Be Provided on Request

OTHER EXPERIENCE

- Successfully worked in the sales department, conducting meetings with potential clients.
- Directly managed company clients, ensuring their satisfaction and building strong relationships.
- Led the hiring process to recruit potential candidates for various job roles.
- Developed SEO and other templates in Google Sheets, optimizing daily task automation.
- Conducted SEO and content training sessions to enhance team capabilities.
- Performed regular team evaluations, providing constructive feedback for growth.
- Prepared proposals for potential clients and delivered professional presentations.
- Worked on company's CRYPTO & BLOCKCHAIN Projects & developed Whitepapers.

TOOLS (that I use)

➤ For Keyword Research, Topic Discovery, & Content Writing

- Google Keyword Planner
- KW Finder
- Google Trends
- Answer The Public
- Grammarly
- Hemingway Editor

➤ For SEO

- Google Search Console & Google Analytics
- Screaming Frog
- SEMrush
- Ahrefs
- Moz

➤ For Reporting, SMM, & Presentations

- Hootsuite
- Asana
- Canva & Prezi
- Google Data Studio