Muhammad Muzammil Hussain

Content Writer & SEO

Creative and experienced content writer over 4 years of experience specialized in SEO best practices copywriting. Has the ability to generate traffic on blogs and websites and turn the visitors into customers with the catchy taglines and attractive phrases.

EXPERIENCE

Content Manager – **Cypher Softs**

April 2023 - PRESENT

- Wrote over 50 SEO optimized blog articles.
- Proofread and optimized 27 articles.
- SEO optimized almost 20 web pages.
- Targeted both low and high competition keywords.
- Examined, analyzed, and optimized dead copies/pages.
- Wrote over 100 descriptions for products for E-Commerce sites.
- Wrote some best copies for social media marketing.

Achievements

- Generated 2000+ traffic on a dead site within 2 months.

(Note: This job is contract based and Cypher Softs provides freelance service globally.)

Content Writer / SEO – **Fiverr**

August 2020 - PRESENT

- Completed over 200 projects.
- Acquired 100+ reviews with overall ratings of 4.8 and achieved level 2.
- Wrote 44 special articles with detailed research and citations from multiple books and articles.
- Managed entire content for 6 travel affiliate blogs.
- Generated decent traffic on those sites with the help of On-page SEO.
- Wrote 150+ product descriptions.
- Completed some copywriting projects.
- Wrote 400+ social media posts for a client for a year.
- Worked with clients from 18 different countries, most of them are from U.S.

Achievements

- Sold 20+ travel packages via social media posts.
- Became level 2 seller in 1.5 years.

CONTACT INFO

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INDUSTRIES

- Affiliate Marketing
- Travel & Hospitality
- Food & Beverages
- Fashion & Lifestyle
- Tech & Devices

FUNCTIONAL AREAS

- Blog Posts
- Blog Articles
- Social Media Posts
- Ads Copywriting
- Email Marketing
- Digital Marketing

SKILLS & STRENGTHS

- Content Writing
- Copywriting
- SEO
- Research
- Analytical Skills
- Social Media Marketing
- WordPress
- Google Analytics
- Google Search Console
- Google Lighthouse
- Google Trends
- Content Optimization
- Back linking
- Ecommerce

PERSONAL PROJECTS

Amazon Affiliate Blog – Monitorscoop.com

January 2022 – October 2022

- Wrote 19 Articles including 5 commercial/pillar and rest informational articles.
- Ranked 11 articles on the first page.
- The average length of pillar contents was 4000+ words whereas informational articles consisted of 2000 words.
- Used Google Analytics, Google Search Console, and Semrush to track the performance.
- Used Google Lighthouse and Audit to examine page speeds and interface.

EDUCATION

M.A – University of Karachi

July 2020 - June 2022

- Major subject is History

B.Com – University of Karachi

April 2011 - June 2013

- Major Subject are Marketing and Finance.

CERTIFICATION

SEO Specialization – Coursera

Currently Studying

- Completed first and second courses.
- Practicing in real time.

M.S. Office – Essani Coaching Center

August-2009

- M.S. Word
- M.S. Excel.
- M.S. PowerPoint

LANGUAGES

- English
- Arabic
- Urdu

INTEREST & HOBBIES

- Movies (History & Sci-fi)
- Travelling
- Exploration
- Learning new things.