



MAJID CHAUDHRY

WEB DESIGNER, CREATIVE WRITER
SEO EXPERT, DIGITAL MARKETER



PROFILE INFO

Innovative and Multifaceted Professional with a Passion for Web Design, Creative Writing, SEO, and Digital Marketing. Adept at Crafting Engaging Online Experiences and Driving Organic Growth. Pioneering the Digital Landscape since 2012, I have honed my skills through continuous learning and certification programs offered in collaboration with Pakistan's leading universities and the Ministry of Information Technology & Telecom Pakistan. Combining Creativity and Technical Expertise, I strive to deliver exceptional results that captivate audiences, boost online visibility, and drive business success.



WORK EXPERIENCE



Professional Content Writer **2012 - Current** Various Freelancing Platforms & Local Clients

- Provided exceptional writing support in a fast-paced environment for various public-facing materials, ensuring high-quality and engaging content.
- Conducted thorough research on assigned topics to ensure accuracy and relevance in content development.
- Demonstrated expertise in writing, editing, and proofreading, resulting in error-free and captivating content.
- Successfully met deadlines and delivered visually impactful programs and high-quality content with an authentic approach.
- Utilized feedback from clients and colleagues to continuously improve content quality and meet objectives.
- Developed content across a wide range of topics, including technical and lifestyle subjects, for multiple websites.
- Created compelling press releases and newsletters to promote products and services effectively.
- Crafted SEO-friendly content for websites and blog posts, resulting in increased organic traffic.
- Edited and proofread content to maintain proper grammar, adhere to quality standards, and ensure consistency with AP style.
- Repurposed and optimized existing content for different mediums, maximizing its reach and impact.
- Monitored competitor content to identify opportunities for enhancing client campaigns and staying ahead in the industry.
- Maintained adherence to industry-specific style guides while formatting content for various platforms.
- Conducted keyword research to optimize content for search engine optimization (SEO) and improve visibility.
- Leveraged social media platforms to promote and market content, driving engagement and expanding reach.
- Produced original and creative content for promotional advertisements and marketing materials.
- Developed content for websites and online publications, showcasing versatility and adaptability.
- Customized brand messaging to effectively reach and captivate the target audience.
- Demonstrated strong time management skills by effectively managing competing deadlines.
- Edited and proofread drafts of articles and other documents, ensuring accuracy and clarity.



CONTACT



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Sabaza Zar Town, Burewala
District Vehari, Punjab,
Pakistan



EDUCATION



2000 - 2002

Bachelor

BZU Multan



2003 - 2005

Master Of English

BZU Multan



2015 - 2017

Master Of Business Administration

COMSATS University
Islamabad



CERTIFICATION



2020

Creative Writing

Digiskills.pk (Ministry of IT & Telecom) Pakistan & Virtual University of Pakistan



2020

Freelancing

Digiskills.pk (Ministry of IT & Telecom) Pakistan & Virtual University of Pakistan



2021

Digital Marketing

Digiskills.pk (Ministry of IT & Telecom) Pakistan & Virtual University of Pakistan



2021

Search Engine Optimization

Digiskills.pk (Ministry of IT & Telecom) Pakistan & Virtual University of Pakistan



LANGUAGE

• English



• Urdu



WORK EXPERIENCE



Website Designing

2018 - Current

Various Freelancing Platforms & Local Clients

- Enhanced functionality and appearance of the website and repair functionality issues.
- Translated customer requirements into technical site concepts for bidding and initial planning purposes.
- Promoted brand identity by creating company logos and delivering attractive, user-friendly and unique websites.
- Acquired and exploited existing code and assets to accelerate project completion.
- Conducted post-deployment evaluations to measure user experience success.
- Developed graphic and image assets for both content and digital marketing efforts.
- Tracked and reported problems with site designs, providing remedial suggestions for resolution.
- Designed user interface to meet client specifications,
- Kept software up to date and monitored website for security vulnerabilities to boost overall security.
- Reviewed designs created by freelance designers and provided feedback for revisions.
- Completed domain name registrations and maintained website and web hosting account.
- Designed highly engaging interactive user interfaces that complied with modern web standards.
- Coordinated copywriting and designed images to craft website content.



SEO Optimizer

2021 - Current

Various Freelancing Platforms & Local Clients

- Collected and analyzed data to improve strategies.
- Developed and implemented techniques for increasing page visits and likes.
- Managed paid search campaigns using Google AdWords and FaceBook Ads platforms.
- Created and managed landing pages for products.
- Generated reports to monitor and analyze website performance, search engine rankings, or domain authority.
- Optimized website content and images to improve search engine rankings.
- Collaborated with designers, copywriters and developers, creating effective search marketing campaigns.
- Monitored and evaluated website analytics to identify trends and opportunities for improvement.
- Researched and analyzed industry trends to inform search marketing strategies.
- Created content strategies for digital media.
- Crafted and implemented strategies to increase search visibility and website traffic.
- Maximized strategic approaches by keeping close eye on performance and making appropriate adjustments.
- Created customized marketing materials to increase product awareness.
- Conducted market research and competitor analysis to inform search marketing strategies.
- Implemented pay-per-click campaigns to increase website traffic and conversions.
- Designed paid client ads for use on diverse social media platforms.
- Developed and deployed content marketing strategies to improve organic search traffic.
- Helped clients develop website portals and social media pages to promote businesses.
- Completed keyword research and analyzed competitor SEO and PPC campaigns to identify gaps and opportunities.



EXPERTISE

- Professional Writing
- Web Design
- Web Maintenance
- Web Templates
- Web Navigation
- SEO
- Graphics Creation
- Dashboard Design
- Critical Thinking
- Email Writing
- Flexible & Adaptable
- Digital Marketing
- Technical Writing
- Ads Copy
- Copy Writing
- Editing
- Proofreading
- Research
- Keyword Research
- Keyword Optimization
- Social Media
- Creative Writing
- Content Dev
- Press Releases
- Formatting Skills
- Data Analyst
- Campaign Execution
- Marketing Strategies
- Digital Media
- Google Slides
- Email Marketing
- Customer Engagement
- Strategic Planning
- MS Excel
- MS PowerPoint
- MS Word



WORK EXPERIENCE



Digital Marketing Specialist

2021 - Current

Various Freelancing Platforms & Local Clients

- Created and deployed social media content, engaged with target audiences and boosted reach with strategic ad placements.
- Managed digital projects from initial concept through final implementation and live monitoring.
- Developed digital marketing strategies by creating and implementing plans to reach and engage target audiences.
- Conducted market research by analyzing industry trends, consumer demographics and competitor activities to inform marketing strategy.
- Evaluated market trends to stay current on consumer and competitor changes.
- Created Pay-Per-Click campaigns to drive targeted traffic to company website.
- Implemented marketing automation tools to streamline and automate repetitive marketing tasks.
- Created social media content with innovative brand messaging to support new product launches.
- Optimized company website to improve engine ranking, user experiences and conversion rates.
- Implemented new strategies to improve click-through rates and conversion.
- Designed paid client ads for use on diverse social media platforms.
- Conducted market research and competitor analysis to inform search marketing strategies.
- Researched and analyzed industry trends to inform search marketing strategies.
- Generated reports to monitor and analyze website performance, search engine rankings, or domain authority.
- Created content strategies for digital media.
- Helped clients develop website portals and social media pages to promote businesses.
- Collaborated with designers, copywriters and developers, creating effective search marketing campaigns.
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- Optimized website content and images to improve search engine rankings.
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SKILLS & EXPERTISE

Web Design



SEO



Digital Marketing



Content Writing



Copywriting



SM Content Creation

