



# ZUBIA ANWAR

## SQA Specialist & Content Writer

✉ [esflux.za@gmail.com](mailto:esflux.za@gmail.com)

📞 +92 3044522921

🌐 [LinkedIn](#)

📍 Islamabad, Pakistan

📁 [Zubia's Portfolio](#)

As a dedicated professional with over 5 years of experience in content writing and more than 3 years in Software Quality Assurance, I bring a blend of creativity and technical expertise to enhance company growth. I excel in assessing requirements, setting quality standards, and resolving issues with integrity and professionalism. My objective is to continuously develop my skills in writing and SQA to contribute effectively to organizational success.

### AREAS OF EXPERTISE

- Functional Testing
- User Acceptance Testing
- UI/UX Testing
- System Testing
- Software Testing
- Usability Testing
- Quality Assurance
- Test Cases

### KEY ACHIEVEMENTS

- [Abbott](#)
- [RapidFlow](#)
- [Unique Cosmetic Clinic](#)
- [Acino](#)
- [Baxter](#)
- [Hair Transplant Dubai](#)
- [Dubai Cosmetic Surgery](#)

### WORK EXPERIENCE

#### SQA Specialist and Content Writer | Auxilio Tech

2020 - 2024

- Review and enhance QA strategies through User Acceptance and Usability Testing, ensuring compliance with customer-defined standards.
- Identify and resolve QA issues, collaborating with developers, and executing manual tests.
- Develop and maintain test plans, environments, and data to embed quality from the start.

#### Content Writer | ICIL Technologies Ltd

2018 - 2020

- As an SEO content writer and editor, I create unique, plagiarism-free content adhering to Google PQ guidelines.
- My responsibilities include writing pages, on-page, and off-page blogs, performed editorial duties such as proofreading, rewriting, and revisions.

#### SEO Content Writer | Dubai Cosmetic Surgery

2017 - 2018

- Worked on vertical projects involving SEO-friendly content writing for website pages, on-page blogs, and off-page articles.
- Reviewed and proofread content to maintain high Google Page quality scores.
- Created a PBN network and contributed high-quality content to platforms like EzineArticles.

### EDUCATION

#### International Islamic University, Islamabad

2015 - 2017

Master of Arts - MA, English Literature and Linguistics

### CERTIFICATIONS

- Software Testing (Certified from Great Learning)
- Front-end Testing 101: Integration and End-to-end Testing (Certified from Great Learning)