**Imrana Essa**

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I am a technical writer and on-page SEO expert with 5+ years of experience creating impactful content for various businesses. Highly skilled in researching, writing, and editing compelling content, I specialize in writing blogs, web copy, and social posts that drive conversions. Additionally, I create, implement, and track SEO strategies to boost organic reach and business performance.

**SKILLS**

I have used the following skills to deliver results described in this CV:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Content Improvement** | **Editing & Proofreading** | **Blog Writing** | **Web Copy & Service Pages** | **SEO & Keyword Research** |
| **Project Management** | **SEO Strategy** | **Tools: Ahrefs, Semrush, others** | **Creative Writing** | **Backlink Analysis** |

**PROFESSIONAL EXPERIENCE**

**Senior Content Editor** October 2022 – Continued  
*Skyscrapers, Islamabad*Skyscrapers is an Islamabad-based IT services company. They hired me for my content creation skills and SEO expertise. I was also responsible for proofreading and editing others’ work, CMS publishing, and tracking on-page SEO metrics.

* **SEO Strategy Implementation:**Developed detailed SEO strategies for two writing services websites, significantly boosting organic traffic.
  + Increased website traffic by 60% over 6 months with targeted SEO strategies.
  + Optimized landing pages and service pages, achieving a 35% increase in conversions.
* **Blog & Web Copy Creation:**Wrote and optimized 40+ service and landing pages, improving conversion rates by 20%.  
  Created engaging, SEO-optimized blogs that collectively drove over 50k monthly traffic across several projects.
* **Project Management:**Managed content funnels for 5 website projects, from ideation and writing to editing, publishing, and tracking SEO results.

**Creative Content Writer**June 2022 – October 2022  
*Best5.com*  
Best5.com is a content-based platform that provides featured articles and reviews on various topics.

* **Article Writing & Editing:**Wrote and edited featured articles and product reviews covering lifestyle, technology, and health, contributing to the site’s overall traffic growth.
* **Transcriptions & Product Descriptions:**Wrote product descriptions and transcribed articles for SEO optimization, increasing product page visibility by 20%.

**Offer Writer** December 2021 – May 2022  
*Tiber Capital Group, Virginia, USA*

Tiber Capital Group is a financial services firm where I was hired to craft offers and manage social media content.

* **Social Media Content Creation:**Created compelling social media posts for LinkedIn and Facebook that improved engagement by 30%.
* **Contract Management & Workflow:**Assisted in managing automated workflows and confidential contracts, ensuring smooth operational processes.

**Creative Content Writer** March 2019 – January 2021  
*Maxy Media, Montreal, Canada*Maxy Media is a leading performance media buying agency based in Montreal.

* **Content Creation:**Produced marketing content for web, email, and social channels. Helped drive traffic and conversions for media buying campaigns.
* **Collaboration & Teamwork:**Worked closely with a team to meet tight deadlines, contributing to project success across multiple campaigns.

**EARLIER ROLES**

**Worked as a Physiotherapist at:**

* COMBINED MILITARY HOSPITAL RAWALPINDI (2021- 2022)
* FAUJI FOUNDATION HOSPITAL RAWALPINDI (2020-21)
* MUSLIM CHARITY WELFARE ORGANIZATION AJK
* PIMS: Pakistan Institute of Medical Science Islamabad (2019)

**ADDITIONAL INTERESTS**

* **BASIC FIRST AID TRAINING RED CRESCENT PAKISTAN**
* **Member of DAST-E-SHIFA welfare society**

* **Member of Pakistan legal Awareness Program**
* **Research Projects:**
  + Exploring the Prevalence, Risk Factors, and Coping Mechanisms for Non-Communicable Diseases Among IT and Telecommunication Professionals in Islamabad: A Mixed-Methods Study
  + Prevalence of Chronic Fatigue Syndrome among Nurses in Rawalpindi and Islamabad.
  + Prevalence of Wrist Pain among Sonographers in Rawalpindi and Islamabad.

**EDUCATION**

**Masters of Public Health**   
Quaid-e-Azam University– 2022-2024  
  
**Doctor of Physical Therapy***University of Lahore* – 2016-2021