

Abdullah Tariq

Email Address: abdul.com35@gmail.com

Contact: +92 316 5368146

LinkedIn: www.linkedin.com/in/abbdullah-tariq

An on-page SEO expert and creative writer with 3 years of experience in creating high traffic content for multiple businesses. My expertise lie in researching and implementing SEO best practices for impactful content.

- I write blogs, guides, copy, and social posts that drive conversions
- Create, implement and monitor on-page SEO strategies for organic traffic

SKILLS

My skillset is as follows:

Content Writing	Creative Writing	Content Improvement	Editing & Proofreading	Web Copy & Service Pages	SEO & Keyword Research
SEO Strategy Implementation	Backlink Analysis	Ahrefs, Semrush & more SEO tools	Internee Training	QA Monitoring	AWS Cloud

PROFESSIONAL EXPERIENCE

SEO Executive Aug 2023 – Present Skyscrapers, Islamabad

Skyscrapers is a 13-year-old Islamabad-based IT services organization.

Skyscrapers hired me due to my fluent, persuasive, reader friendly writing style and SEO competency. I was awarded *writer of the month award during my probation* for exceeding expected results.

Along with **writing blogs and service pages**, I was also responsible for **proofreading and editing** others' work, **CMS publishing**, and **tracking on-page SEO metrics**.

- **Blog Writing:**
 - Wrote 300+ blogs and guides, accountable for ~90k monthly traffic ○ Achieved top 5 Google SERP ranking for 50+ blogs across 5 websites
- **Service Page & Landing Page Copy:**
 - Wrote copy for 130+ service, landing pages and emails achieving impressive conversion rate
- **SEO Strategy:**
 - Created a detailed SEO strategy for 2 writing services websites ○ Applied latest on-page SEO insights to prepare for Google Updates
- **Off-Page SEO:**
 - Wrote 40+ promotional articles for 10+ websites on highly reputable platforms
- **CMS Management:**

- Published 300+ blogs and service pages using in-house CMS
- **Project Management:**
 - Worked on content development for seven website projects, handling everything from planning and writing to editing, publishing, and performance tracking
- **Training SEO Interns:**
 - Gave regular sessions to multiple batches of SEO interns regarding On-Page SEO and promotional Guest Posting
 - Provided hands-on support to new writers with day-to-day writing activities
- **QA Monitoring:**
 - Actively involved in monitoring and addressing QA issues in 5 websites

SEO Content Writer January 2023 – March 2023 RainmanPro, USA

Worked as the sole SEO content writer for Truckfindr app & Truckfindr website, a project by RainmanPro, an IT Services and Consultation company.

- **Blog Writing:**
 - Wrote multiple SEO optimized blogs to attract organic traffic and drive conversions
- **Keyword Research:**
 - Actively performed keyword research to implement and expand business reach through organic SEO

Freelance SEO Writer **March 2021 – Present**

I have been actively working as a freelancer with both national and international clients (most prominent clients include EdrawMind and CapCut) to offer the following services:

- **SEO Blog Writing:**
 - Wrote SEO-optimized, well-researched blogs that fully satisfied readers' queries and intent while contributing to business branding.
 - Navigational gaming guides for multiple blogging websites

EARLIER ROLES

Content Writing Lead

Google Developers Student Clubs, Air University, Islamabad

March 2022 – October 2022

- **Team Lead:** Lead and onboarded the writing team for GDSC Air
- **Marketing Copy:** Wrote email and social media copy for all events held under my leadership

Brand Ambassador

National Financial Literacy Program for Youth, Air University, Islamabad

February 2022 – September 2022

- **Lead Ambassador:** Managed and organized multiple sessions on financial literacy by NLFPY in Air University, Islamabad

Lead Organizer

Air University Computing & Innovation Society, Islamabad

January 2022 – December 2022

- **Event Management:** Managed and organized 10+ sessions and workshops related to computing and innovation under AUCIS

EDUCATION

**BS Computer Science,
Air University, Islamabad**

Graduation: 2023

**FSC,
F.G. Degree College, Wah Cantt**

Graduation: 2018