



# Muhammad Adil Khan

## OBJECTIVE

**Amazon Product Description Writer | SEO Content Writer |  
Blog & Article Specialist | Infographic Copy Expert**

Over 3 years of experience writing high-performing Amazon listings, SEO blogs, and articles. Skilled in Helium 10, Data Dive, and keyword indexing. Worked with 20+ Amazon clients and 30+ blog projects. Freelance writer (2 years) with roles at Hyper Future (1 year), HA Technologies, and Whatsales (current).

## KEY SKILLS

- Ai Free Content
- SEO Product Listing Content (Amazon)
- Keyword tools knowledge **Ah Ref & Semrush**
- **Helium 10 & DataDive**
- A+ Content & Listing Images Infographics
- Amazon Keyword Indexing
- Backend Search Terms Optimisation
- Content Localisation (UK/US/EU)
- Conversion Copywriting
- Competitor Analysis (SEO-based)

## WORK EXPERIENCE

### Content Writer - Amazon Listings

**Whatsales Pvt Ltd | Apr 2024 - Present**

- Developing high-quality Amazon content, including titles, bullet points, and A+ content
- Working across various categories like home, tools, fashion, and kitchenware
- Optimising listings using keyword indexing tools and competitor research

### SEO Content Writer - Onsite

**HA Technologies | 7 Months**

- Created long-form SEO blogs, articles, and product content for HA Technologies
- Developed content strategies for organic ranking, internal linking, and LSI keyword integration
- Wrote 50+ blog articles and 15+ campaign content pieces with proven traffic growth

## CONTACT

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## PERSONAL INFORMATION

CNIC: 32104-0366686-9

DOB: 16-09-2001

BSc Agriculture (Major: Plant Pathology) -  
Ghazi University, DG Khan

## LANGUAGES

Urdu - Native

English - Good Communication  
punjabi

## HOBBIES AND SKILLS

- Proficient in Ms Word & Excel
- Basic computer skills
- English spoken Course
- Good communication skills

## PORTFOLIO LINK

[bit.ly/portfolio-muhammad-adil-khan](https://bit.ly/portfolio-muhammad-adil-khan)



## **INFOGRAPHIC & EBC SPECIALISATION**

Created compliant and engaging text for infographics and Enhanced Brand Content (A+ pages) across multiple categories, including beauty, electronics, homeware, and stationery. Collaborated with design teams to align visuals with keyword-focused messaging and clear feature breakdowns.

## **RECOGNITION**

- Top Content Contributor – Whatsales, Q4 2024
- SEO Project Featured in HA Tech Blog Index 2023
- Freelance client retained for 1+ year for ongoing SEO campaigns

### **Content Writer – Amazon SEO**

#### **Hyper Future Ecommerce Pvt Ltd | 1 Year**

- Created optimised product listings and infographics for Amazon US and UK
- Implemented Helium 10 data to improve ranking and indexing
- Delivered bulk content projects under tight deadlines
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### **Freelance SEO Content Writer**

#### **Remote / Ongoing | 2022 – Present**

- Writing SEO-optimised blogs, web content, and articles for international clients across the ecommerce, tech, and service industries
- Specialised in keyword research, topic clustering, and LSI-based article frameworks
- Completed bundles of freelance SEO projects with a focus on long-form content and engagement

## **SEO CONTENT ACHIEVEMENTS**

- Generated the highest-grossing sales for 20+ clients via optimised product descriptions and keyword-rich content
- Ranked multiple ASINs in the top 3 using high-traffic long-tail keywords via Helium 10 and Data Dive
- Delivered over 100+ SEO blogs and 100+ keyword-optimised articles across tech, lifestyle, and ecommerce niches
- Increased click-through rate (CTR) and reduced bounce rate using engaging infographic and blog copy
- Developed keyword strategies for 1,000+ Amazon listings and 15+ blog campaigns
- Produced 100+ A+ Content and infographic texts for Amazon US, UK, and EU marketplaces