

YOUSUF



Detail-oriented and creative Content Writer with 4+ years of experience producing high-quality content for various platforms. Proficient in research, writing, editing, and aligning content strategies with business objectives. Expertise in SEO best practices, content strategy, and adapting writing styles to diverse target audiences. Zealous about delivering high-quality, audience focused content. Passionate about turning ideas into narratives that inspire, inform, and convert.



92-313-5150851



digitalyousaf@gmail.com

Skills

- Content Writing
- Copywriting
- Strong analytical and problem-solving abilities
- SEO Optimization
- Content Strategy & Development
- Research & Fact-Checking
- Client Collaboration & Project Management

Certifications

Content Writing Certification

-Flagstone Technologies,
August 2018

PMP

-Six Sigma Associates,
August 2021

Technical Skills

- SEO Tools: Ahrefs, SEMrush, Google Search Console
- CMS: WordPress, Wix
- Design: Canva
- Collaboration: Slack, Trello, Asana

Experience

Content Writer, Digital Dispatch Islamabad

June 2019
- Present

- Created engaging blog posts and articles on topics related to lifestyle and technology.
- Conducted thorough research to ensure accuracy and credibility of content.

Freelance Content Writer

2017
- April 2019

- Wrote compelling articles, blog posts, and website copy for various clients across different industries.
- Worked closely with clients to understand their brand voice, target audience, and content goals.

Education

MPhil Degree in English Communication

NUML/AIOU Islamabad ——— Graduated May 2019

MPhil Degree in Business Management

SZABIST, Islamabad ——— Graduated Jan 2015

Language

- English (Native)
- Urdu (Proficient)