

# NAVEED QAZI

Content Strategist | SEO Writer | Researcher & Published Author

naveedqazi@live.com • +91 9796548882 • Srinagar, Kashmir, India • [www.naveedqazi.com](http://www.naveedqazi.com)

## PROFESSIONAL SUMMARY

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**Prolific content strategist and published author with 10+ years driving organic growth, brand authority, and audience engagement across digital, print, and B2B channels.**

Authored 14 books, generated 200,000+ lifetime blog visits, and produced 300+ published articles—combining deep editorial expertise with data-driven SEO strategy to build content ecosystems that convert.

Trusted by clients across education, NGOs, tourism, and tech to transform business goals into high-performing content that ranks, resonates, and retains.

## PROFESSIONAL EXPERIENCE

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**Book Author & Independent Publisher** | *Kindle Direct Publishing* | Jan 2018 – Nov 2025 • Srinagar, India

- Published 15 independent books across fiction and non-fiction genres, building a personal author brand that earned 26 verified Amazon reader reviews and endorsements from 8 prominent Indian authors.
- Engineered a blog-to-book transmedia storytelling pipeline—repurposing long-form digital content into commercially published titles—reducing production time by ~40% per title.
- Scaled personal readership from zero to a multi-platform audience spanning Amazon KDP, regional press, and radio, resulting in interview features on Big 92.7 FM, Red FM, FM Tadka, and All India Radio.

**SEO Content Writer** | *Impactilit* | Apr 2025 – Jun 2025 • Srinagar, India

- Produced 245 technical setup guides (180 Canon + 65 HP printer models) with zero returned revisions, uploading structured content to Worksuite CRM and allied CMS platforms on strict deadlines.
- Drafted a comprehensive user manual for Scolera school management software, translating complex feature sets into clear, user-friendly documentation adopted by the product team.
- Compiled an exhaustive market inventory of 240 HP consumer printer models, enabling the client's sales team to build targeted product comparison content at scale.
- Delivered 5 brand name concepts for a pet clinic startup alongside a full editorial review for travel agency dastantours.com—expanding scope beyond initial contract.

**Content Management Specialist** | *Liberta Writing (Freelance)* | Feb 2015 – Apr 2025 • Srinagar, India

- Led end-to-end content strategy and execution for clients across 6+ industries including EdTech, tourism, food & beverage, international NGOs, and digital products—driving measurable growth in audience engagement and brand visibility.
- Directed multi-format content marketing campaigns encompassing blog strategy, editorial calendars, social copy, and long-form thought leadership—consistently meeting SEO and performance KPIs.
- Managed client relationships for 10+ simultaneous accounts, delivering editing, content audits, and strategic consulting that consistently generated repeat business and referrals.

**Independent Content Developer** | *Globe Upfront (Freelance)* | Jan 2015 – Apr 2024 • Srinagar, India

- Authored, curated, and published 300+ editorial articles on global affairs for Globe Upfront, growing the platform to 200,000 lifetime page views with peak traffic sustained from 2018 onward.
- Syndicated 200+ blog posts as op-ed columns in 8 leading regional English-language newspapers, expanding content reach to a combined print/digital readership of thousands.
- Built and maintained a self-managed content distribution engine—sourcing topics, writing, editing, and scheduling across CMS and social channels with zero editorial team support.

## EARLY CAREER

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**Operations Officer** | *Western Banoona Group* | Jun 2014 – Oct 2014 • Abu Dhabi, UAE

- Digitized paper-based project tracking across 3 active construction sites (Shah Gas Field, Ruwais Bourouge project, Mussaffah HQ), cutting administrative paperwork by an estimated 30% and improving data accuracy in e-Promis construction management software.
- Conducted monthly cost analysis in collaboration with the cost control engineer, monitoring labour productivity and material procurement to flag budget overruns before escalation.

**Credit Cards Executive** | *Emirates Islamic* | Oct 2013 – Jan 2014 • Dubai, UAE

- Generated new-to-bank card applications through telesales, cold calling, mall kiosk promotions, and metro station activations across Dubai—contributing to team retail sales targets in a high-volume, KPI-driven environment.

**Marketing Executive** | *Zulekha Hospital* | May 2013 – Jun 2013 • Dubai, UAE

- Audited patient billing records and coordinated CME medical seminar logistics; analysed post-event feedback via MS Excel dashboards to provide actionable insights to the marketing team.

## CORE SKILLS & COMPETENCIES

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**Content Strategy & SEO:** SEO content writing, on-page optimisation, keyword research, content calendars, editorial planning, blog strategy, technical writing, user manuals, ATS-optimised copywriting

**Writing & Editing:** Long-form journalism, op-ed, fiction, non-fiction, academic writing, proofreading, structural editing, brand voice development, B2B content

**Digital & Tools:** WordPress, Blogger, Google Analytics, Google Workspace, MS Word, Adobe InDesign, Adobe Photoshop, Grammarly, ProWritingAid, Calibre, Filmora, CMS platforms

**Management:** Client management, project management, content operations, freelance team coordination, stakeholder communication

**Languages:** English (professional fluency) • Urdu (native) • Kashmiri (native)

## EDUCATION

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**MSc International Business** | University of Hertfordshire, England, UK • 2011–2012

**Bachelor of Commerce (B.Com)** | University of Kashmir, India • 2008–2010

## CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

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- Google Project Management Certificate — Coursera
- Google Digital Marketing & E-Commerce Certificate — Coursera
- MicroMasters in Organisational Psychology — University of Canterbury (edX)
- Diploma in Journalism — Alison (CPD UK Accredited)
- 48+ certificate courses in Business, IT & Humanities — Coursera, Udemy, and leading MOOC platforms

## SELECTED BOOK PUBLICATIONS

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*The Orchards Will Burn* • *The Floating Post Office* • *Village and the City* • *The Vale Dweller* • *The Unkind Places* • *Globe Chronicles* • *Globe Politics* • *Global Perspectives* • *Politics in the Contemporary World* • *Musings on Global Politics* • *Reflections on the Changing World* • *The Trader of War Stories* • *Corporate Social Responsibility in UK Supermarket Industry* • *World Bank: From Old Doctrines to Sustainability Struggles* • *Global Orders* • *WTO at the Crossroads*