

# NAVEED QAZI

Senior Content Strategist & Published Author | SEO & B2B Content | 15 Books · 300+ Articles · 200K+ Organic Visits

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## PROFESSIONAL SUMMARY

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**Highly skilled content strategist and multi-genre published author** with 10+ years of end-to-end ownership across SEO content, technical writing, editorial strategy, and B2B communications. Proven record of building content ecosystems from the ground up—driving measurable organic growth, brand authority, and audience retention across digital, print, and broadcast channels.

Authored **15 commercially published books**, generated **200,000+ lifetime organic page views**, and delivered **300+ published articles** syndicated across 8 regional English-language newspapers.

## 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.

### **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 • Commendation (2:1)**

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

### **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