

Naveed Qazi

Content Writer



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Profile

Results-driven SEO Content Writer with 10+ years of experience creating high-performing digital content that drives traffic, boosts rankings, and generates leads. Skilled in content strategy, keyword research, audits, and aligning content with brand voice and business goals. Experienced in producing books, blogs, newspaper columns, web copy, newsletters, case studies, whitepapers, press releases, and social media content. Strong collaborator with cross-functional teams including marketing and design. Proficient in competitor analysis, content calendars, and client handling. Keeps up with industry trends and audience behavior to deliver engaging, optimised content that resonates and delivers measurable results.

Content Writing Experience

SEO Content Writer, Impactilit ✍

Wrote solutions based content in form of setup guides for 180 Canon Printers and 65 HP Printers. Uploaded the setup guides on company's CRM 'Worksuite' and allied CMS, ensuring proper formatting and error free content. Drafted a user manual for Scolera, a comprehensive school management software. Suggested content improvements including editing for a travel agency website, dastantours.com ✍. Generated a list of 240 HP Printers existing in the consumer market. Proposed five names for a new pet clinic startup.

Apr 2025 – Jun 2025
Srinagar, Jammu and
Kashmir, India

Book Author, Kindle Direct Publishing ✍

Applied learned fiction technique and essay writing technique in form of 10 independent book projects since January 2015, including a blog-to-book transmedia storytelling process. Received 26 positive customer reviews on Amazon and book endorsements from 8 leading Indian authors.

Jan 2018 – May 2025
Srinagar, Jammu and
Kashmir, India

Content Management Specialist, Liberta Writing (Freelance) ✍

Developed content strategies and content writing initiatives, led content marketing consulting ventures, including editing for varied number of clients, leading to their growth and audience engagement. Served sectors such as digital products, tourism, food, education, international NGO, and contemporary management industries.

Feb 2015 – Apr 2025
Srinagar, Jammu and
Kashmir, India

Independent Content Developer, Globe Upfront (Freelance) ✍

Wrote, curated, strategised, distributed and edited more than 300 articles for Globe Upfront website, a portal focusing on global issues. Republished over 190 blogs as columns on global and regional politics in 8 leading regional English dailies. Reached a lifetime traffic of 150,000 blog visits globally which peaked since 2018.

Jan 2015 – Apr 2024
Srinagar, Jammu and
Kashmir, India

Early Career Roles

Operation Officer, Western Bainoon Group ✍

Marked time sheets, fuel consumption sheets, employee forecast sheets, and did cost analysis of all running projects with cost control engineer. Collected and documented weigh bridge slips for better management. Cut down paperwork to a considerable degree by implementing digital solutions. Made process report for the main store for one month for effective supervision. Evaluated the progress of labour teams and procurement of materials for WBG head office site at Mussaffah. Used construction management software e-Promis. Office administrator at Shah Sulfur and Pipelines Roadwork's Project, Shah Gas Field, Abu Dhabi. Inventory controller and originator of material requisitions at Borouge Roadwork's Project, Ruwais, Abu Dhabi. Liased with project managers, was also involved under the contracting division, directorate of operations.

Jun 2014 – Oct 2014
Abu Dhabi,
United Arab Emirates

Credit Cards Executive, Emirates Islamic ✍

Found clients from business establishments and service sector across UAE through telesales and cold calling. Through disseminating product knowledge, clients were satisfied with bank schemes and offers. Sourced documents and promoted sales at kiosks in leading malls in Dubai. Under team leader's supervision, did brochure distribution at busy metro stations for retail sales division.

Oct 2013 – Jan 2014
Dubai,
United Arab Emirates

Marketing Executive, Zulekha Hospital ✍

Auditing of patient bills and organising of CME seminars. Feedback analysis of CME seminars through analytics on MS Excel. Market research into UAE's healthcare industry including service prices. Providing information to prospective patients on telephone. Keeping in house marketing promotions in order such as banners, and posters.

May 2013 – Jun 2013
Dubai,
United Arab Emirates

Education

MSc International Business, *University of Hertfordshire*

Sep 2011 – Sep 2012
Hatfield, England,
United Kingdom

Bachelor of Commerce, *University of Kashmir*

Mar 2008 – Dec 2010
Hazratbal, Srinagar, India

Skills

- Content Creation and Strategy
- Project Management
- Qualitative Analysis
- Adaptability and Versatility
- Editing
- Client Management
- Technical Tools: MS Word, Google Workspace, Blogger, WordPress, Grammarly, Pro Writing Aid, Calibre, Filmora, Adobe Indesign, Adobe Photoshop, Google Analytics

Languages

- English
- Urdu
- Kashmiri

Interests

Reading, Writing, Photography

Book Publications

The Trader of War Stories [✍](#)

Musings on Global Politics [✍](#)

Reflections on the Changing World [✍](#)

Corporate Social Responsibility in UK Supermarket Industry [✍](#)

Global Perspectives [✍](#)

Globe Chronicles [✍](#)

The Vale Dweller [✍](#)

Globe Politics [✍](#)

Politics in the Contemporary World [✍](#)

The Unkind Places [✍](#)

The Orchards Will Burn [✍](#)

Professional Development

Professional Certificates

Google Project Management Certificate on Coursera.
Google Digital Marketing and E-Commerce Certificate on Coursera.
MicroMasters Program in Organisational Psychology from University of Canterbury (edX).
Diploma in Journalism from Alison (CPD UK Accredited).

Certificate Courses

Around **48** certificate courses completed successfully related to business, information technology, and humanities from world leading universities and instructors on Coursera, Udemy and other MOOC platforms.

Webinars

Listened to **11** webinars from world leading organisations for keeping in touch with current industry trends.

Interviews

Big 92.7 FM
Red FM
FM Tadka
All India Radio

Declaration

I hereby declare that the details and information given above are complete and true to the best of my knowledge.

Naveed Qazi