

Arishmah Tanveer

Defense Housing Authority • Karachi, Pakistan • arishmah.a99@gmail.com • +92 3323093723

Education

BAHRIA UNIVERSITY

Humanities & Social Sciences, BS English.
Linguistics, Language, EFL, TEFL

Karachi
July, 2023

GENERATION'S SCHOOL

Humanities & Social Sciences

Karachi
July, 2018

Experience

LEGENDESK PVT. LTD.

Karachi, Sindh

Senior Content Writer

July 2023– Present

- Creating and publishing SEO blogs daily,
- Resulting in a 20% increase in client product and service awareness
- Producing high-quality content averaging 3500 words per day
- Integrating technical SEO elements into client content
- Editing and proofreading types of content such as blogs, web content, brand content, etc.
- Writing web content to enhance the client brand's online presence
- Creating brand content for 14 internal brands and 4 external brands monthly
- Designing and managing social media calendars for 20 external brands and 14 internal brands
- Optimizing content through research for improved search engine visibility
- Producing research-based content to enhance informational value

TOP NOTCH INFOTECH

Karachi, Sindh

Blogger & Content Writer

January 2023 – July 2023

- Created web content for clients
- Wrote product-based blogs
- Wrote topic-based SEO blogs and content
- Conducted market research for designated clients
- Wrote optimized content for the Company website
- Undertook initial training for AI content and SEO techniques

TEAM O'RGANISH

Karachi, Sindh

Research Analyst Intern

October 2022- December 2023

- Paraphrased and Summarized Research Papers
- Made condensed presentations on said Research topics
- Conducted primary research for content and data
- Proofread and Edited pre-published research papers

MANGOBAAZ

Karachi, Sindh

Social Media Manager

July 2022-August 2022

- Social Media posts using social media tools
- Created Scheduled posts, reels, and news beforehand
- Scheduled 10-12 posts a day
- Employed proficiency in design tools such as Canva and scheduling tools such as Creator Studio

OCEANS SOFTWARE

Karachi, Sindh

November 2021-December 2021

E-Book Writer

- Wrote 3500-4000 words a day
- Worked on self-help books, autobiographies, fiction, and other nonfiction book

ABTACH

Karachi, Sindh

June 2021- August 2021

E-Book Writer

- Wrote 3500-4000 words a day
- Wrote self-help books, autobiographies, fiction, and other nonfiction books
- Edited and proofread 7000 words a day

WASPER MEDIA

Dublin, Ireland

November 2020- April 2021

Content Writer

- Wrote 1000-2000 word articles on Social Media marketing, digital marketing,
- Wrote an E-book on a glossary of Social Media Marketing
- Wrote several Social Media captions
- Wrote GMB (Google My Business) posts
- used SEO optimization
- Created Website Content
- Created proposal content

Skills & Interests

Technical: Understanding of SEO, Keyword Research, Content Calendar Management, Content Distribution Platforms, Content Localization, Social Media Management, Utilization of AI tools, Understanding of Content Marketing, Subject-Oriented Research Skills, Editing, Proofreading, Semantic perceptiveness, Content Management Systems, Word Processing Software, Audio Recording and Editing, Ebook Formatting, Digital Collaboration Tools, Grammar and Style Tools, Content Creation and Editing Tools, Discernment of AI-generated content, ESL training.

Language: C2 English, FL Urdu, Arabic

Interests: Reading, Writing, Research, Interior Design Conceptualization, Specialty Coffee Science; Roasting & Brewing