

# AMNA SIDDIQUI

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## ABOUT MYSELF

A content manager and project coordinator with 4+ years of experience in SEO writing, copywriting, scriptwriting, and content management. Skilled in content strategy, team leadership, and project coordination, with expertise in SEO, WordPress, and SEMrush. Holds an MS/MPhil in Media Studies and is a certified assistant program producer from PTV Home. . I have also attended journalistic workshops organized by the U.S. Embassy in Pakistan.

## SKILLS

Content Writing / Social Media Copywriting / Content Management / Meta ads / Basic on page seo / Video Ad Script Writing / Video Production / Project Coordination / Little Knowledge Of Semrush And Wordpress / Team management & Team work / Organizational and planning skills / Strong Time Management / Microsoft Office

## WORK EXPERIENCE

 – United States

**Country:** United States

### Freelance US Projects

#### Projects:

- 1 <https://stellarestimate.com/>
- 2 <https://perfect-restoration.com/>
- 3 <https://gyrogr.com/>
- 4 <https://www.traveltourup.com/>
- 5 <https://www.hylanmaterialsupply.com/>
- 6 <https://abiracollection.com/>

- Written high-quality SEO blogs, product pages, and landing pages optimized for Google rankings.
- Delivered 50+ blog posts and 100+ web pages tailored to industry-specific audiences (e.g., home services, fashion, travel, and construction).
- Strategized content around search intent, increasing organic traffic across projects.
- Crafted compelling CTAs and localized content to improve user engagement and lead generation.
- Collaborated with US-based teams to align content strategy with digital marketing goals.

 **concisemedico.co.uk** – Islamabad, Pakistan

**City:** Islamabad | **Country:** Pakistan

### Content Writer | Project coordinator and Content Manager

[ 02/02/2024 – 17/02/2025 ]

- Coordinated content projects and led content management across blogs, landing pages, and social media.
- Wrote over 120 blog posts, resulting in a +45% boost in organic traffic. 30+ blogs ranked in the top 10 on Google.
- Created 9+ high-converting landing pages, generating 30+ leads/month and driving a 30% increase in sign-ups.
- Planned and managed content calendars to align with SEO and marketing goals.
- Produced engaging content for social media to increase brand visibility and follower interaction.
- Trained and supervised junior content writers to maintain quality and consistency.

 **Nexus Ideas** – Islamabad, Pakistan

**City:** Islamabad | **Country:** Pakistan

## Content Writing

[ 01/01/2023 – 01/02/2024 ]

- Developed high-performing social media content for Facebook, Instagram, and LinkedIn, improving post interaction by up to 35%.
- Wrote 60+ blogs and articles, resulting in a +70% organic traffic. 15+ blogs ranked in the top 10 on SERPs.
- Produced SEO-focused content aligned with target keywords and search intent.
- Wrote bilingual scripts (Urdu & English) for promotional videos, increasing video watch time and retention.
- Contributed to the production of short-form videos, coordinating content planning and scripting.

### **Topline – Islamabad, Pakistan**

City: Islamabad | Country: Pakistan

## Content Writing

[ 01/09/2022 – 31/12/2022 ]

- Copywriting
- Blog and Articles Writing
- Social Media Post Content
- SEO writing
- Script Writing Urdu and English

### **M2 Marketing – Islamabad, Pakistan**

City: Islamabad | Country: Pakistan

## Content Writing

[ 01/09/2021 – 09/2022 ]

- Copywriting
- Blog and Articles Writing
- Social Media Post Content
- SEO writing
- Script Writing Urdu and English

### **REPOTERS DESK WEB CHANNEL – Islamabad, Pakistan**

City: Islamabad | Country: Pakistan

## Voice-over artist Internship

[ 01/02/2020 – 04/2020 ]

- News voice-over.

### **PAKISTAN TELEVISION – Islamabad, Pakistan**

City: Islamabad | Country: Pakistan

## PROGRAMME PRODUCTION Internship

[ 01/07/2019 – 30/09/2019 ]

- Proposal making
- Pre-production and production of drama
- Budget Making
- Drama Shooting

### **City Grammar School – Rawalpindi, Pakistan**

City: Rawalpindi | Country: Pakistan

## TEACHING AND ADMIN

[ 04/05/2016 – 07/10/2016 ]

- Teaching

EDUCATION AND TRAINING

MS Media Sciences

International Islamic University

City: Islamabad | Country: Pakistan

BS MASS COMMUNICATION

NUML ISLAMABAD

City: Islamabad | Country: Pakistan

LANGUAGE SKILLS

Mother tongue(s): Urdu

Other language(s): English