

FATIMA NADEEM



PERSONAL DETAILS

Fatima Nadeem

House no. 691 Umer Block Iqbal town, Lahore Lahore

fatimnadeem134340@gmail.com, +92 3034060404

Date of birth: March 23, 2003

Gender: Female

Nationality: Pakistani

LinkedIn: [linkedin.com/in/fatima-nadeem~](https://www.linkedin.com/in/fatima-nadeem~)

PROFILE

Passionate content writer with a Bachelor's in English Language and Literature, promoted from Junior to Associate Content Writer at Visionary Merger. Skilled in producing keyword-based SEO content, research-driven articles, scripts, and copywriting that enhance online visibility and audience engagement. Strong background in content writing and meeting tight deadlines, with the ability to adapt writing style across diverse industries to deliver impactful content.

EDUCATION

BACHELORS IN ENGLISH LANGUAGE AND LITERATURE

Oct 2020 - Jul 2024

University of Central Punjab, Lahore, Pakistan

Bachelor in English Language and Literature

Gained a solid foundation in linguistics, literary analysis, and communication. Plus, strong skills in research, academic writing, and critical interpretation of texts.

FSC Pre-Medical

Oct 2018 - Jul 2020

Punjab College, Lahore

EMPLOYMENT

Associate Content Writer

Oct 2024 - Sep 2025

Visionary Merger, Lahore

- Write engaging articles and web content for US-based clients
- Create research-driven and SEO-optimized content
- Write keyword-based content to improve ranking and visibility
- Deliver high-quality content while meeting tight deadlines
- Adapt writing style to different industries and target audiences
- Developed graphics-related articles and how-to guides within the tech niche
- Worked extensively with Wondershare products, creating tutorials and product-focused content for the US audience

Copy writer

Aug 2023 - Sep 2023

ULEARN ONLINE EDUCATION, Lahore, Pakistan

- Produced high-quality written content for marketing materials, including website copy, blog posts, and promotional materials.
- Conducted research to understand target audience preferences.
- Edited and proofread copy to ensure accuracy.
- Implemented SEO best practices to optimize content for search engines.
- Managed multiple projects simultaneously.

Digital content

Aug 2023 - Sep 2023

ULearn Online Education, Lahore, Pakistan

- Led content strategy company's website for online learners.
- Developed and implemented social media marketing strategies to increase engagement, and student enrollment, resulting in a 20% growth in website traffic and a 10% increase in social media followers
- Monitored social media channels and responded to student inquiries and feedback
- Collaborated with designers and marketing teams to develop marketing campaigns

SKILLS

Microsoft Office



Social media platforms



Editing and Proofreading



Blog & Article Writing



Research and Fact Checking



Time Management & Deadlines



AI-Assisted Content Creation



LANGUAGES

URDU



ENGLISH

