

Mukarram Haroon

Technical Copywriter with Digital Marketing Experience and Intermediate IT skills to handle Backend Support

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EXPERIENCE

Clarity Ventures, Texas, US — *Technical Copywriter*

August 2020 - July 19 2023 (Work from Home)

- Manage internal and external blog content
- Writing technical website pages (EHR, EMR, healthcare IT, Integration)
- Market research and growth, SEMrush, SurferSEO, Ahrefs, Analytics

HTMLPro, Lahore, Pakistan — *Content Writer*

Jan 2019 - Oct 2020 (on-site)

- Worked with a Digital Marketing Team for their SEO projects
- Worked with a number of different businesses including eCommerce
- Wrote blogs, how to guides, product description, website copies, emails, and more

Upwork, Freelance — *Independent Marketing VA*

March 2019 - Present (Freelancer)

- Worked with Different SaaS, IT, eCommerce, and xyz companies
- Written Blogs, technical documentations, content strategy, keyword research, competitor analysis, UI/UX strategy, managed team of writers, and other marketing related work
- Completed IT related projects including Metasploit, Linux,

SKILLS

Technical Content (IT, Networking, SaaS), Website backend support,

Technical Documentation

Keyword research, competitor analysis, brand strategy, content marketing, CRO,

Digital Marketing, Client Relation Management, Email Marketing, Analytics and Reporting, Project Management

AWARDS

Information System Management: Aptech Lahore (ACCA)

Top Rated Independent Freelancer: Upwork

LANGUAGES

English, Urdu / Hindi

Website optimization, fixing website, develop website and landing pages, database integration, SQL

- Job Success score is 100%, served US, EU, and UK clients
- <https://www.upwork.com/freelancers/~0137d09bc868c680a5>

EDUCATION

University of Gujrat, Lahore, Pakistan — *Information Technology*

2016 - 2020

Information Technology, Networking, Programming Principals, Website Design, Mobile Apps, Agile Methodology, Project Management

Punjab Group of Colleges, Lahore, Pakistan — *F.S.C Pre Engineering*

2014 to 2016

Letter of Recommendation

Clarity Ventures — *Texas, US*

Chris Reddick CEO,

Clarity Ventures Inc

Chris.reddick@claritymis.com