

## NAUREEN RAJPUT

Senior Technical Writer | SEO Content Strategist | Medical Writer | Script Writer

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### PROFESSIONAL SUMMARY

Senior Technical Writer, SEO Content Strategist, Medical Writer, and Script Writer with over 7 years of experience delivering high-impact, research-driven content across SaaS, Medical, Finance, and Digital platforms. Proven success in driving 40% lead generation growth and 50% organic traffic increase through SEO-led strategies, UX-focused writing, and data-driven storytelling. Experienced in working with global clients, agencies, founders, and product teams to

transform complex information into clear, human-centered, and conversion-focused content.

### CORE EXPERTISE

Technical & SaaS Writing (API Documentation, Product Docs, UX Content)

SEO Content Strategy & Optimization

Medical & HealthTech Writing (Research-Based)

Script Writing (Explainer, Educational, Short-Form)

AI-Integrated & Conversion-Focused Content

Business & Financial Content Writing

### PROFESSIONAL EXPERIENCE

Senior Technical Writer & SEO Content Strategist — ABC Agency (2020–Present)

- Designed data-driven content strategies for 12+ B2B clients, increasing lead generation by 40%

- Produced API documentation, white papers, SaaS content, UX copy, and explainer scripts

- Reduced customer support queries by 15% through clear documentation

- Developed editorial standards and content governance

- Tools: HubSpot CMS, SEMrush, Google Analytics, Notion

Senior Content Writer, Medical & Script Writing Specialist — XYZ Corporation (2018–2020)

- Led SEO initiatives increasing organic traffic by 50%

- Created medical, healthcare, business, and brand storytelling content

- Wrote marketing and educational scripts, improving engagement by 20%

Freelance Content Consultant & Script Writer (2015–2018)

- Delivered technical, medical, finance, and script writing services for global clients

- Produced white papers, research summaries, proposals, explainer scripts, and long-form content

- Maintained 5-star client satisfaction

### EDUCATION

M.A. English Literature — University of Lahore (2023)

M.Sc. Technology & Science — University of Lahore (2021)

### CERTIFICATIONS

Certified Technical Writer — HubSpot (2020)

SEO Certification — Google Analytics (2019)

### AWARDS

Outstanding Technical Writer — HubSpot (2020)

Best Content Writer — Pakistan Writers' Guild (2019)