

Umme Aliman

Freelance SEO Content Writer & Copywriter | B2B & B2C | Home Services · Health · Lifestyle · Pet Care · B2B SaaS

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4+ Years Experience

PROFESSIONAL SUMMARY

Results-driven SEO Content Writer & Copywriter with **4+ years of experience** crafting high-ranking, conversion-focused content for B2B and B2C markets. Deep expertise across home services, health, lifestyle, fashion, beauty, pet care, and B2B SaaS niches. Combines AI-assisted workflows with authentic human creativity to deliver plagiarism-free, SEO-optimized content that drives organic traffic and measurable growth. Served clients remotely across the USA, UK, and Australia.

CORE COMPETENCIES

- ◆ SEO Blog Writing & Strategy
- ◆ Copywriting & Conversion Copy
- ◆ Article Rewriting & Optimization
- ◆ WordPress & Blogger Publishing
- ◆ On-Page SEO & Keyword Research
- ◆ Website & Landing Page Content
- ◆ Meta Titles & Descriptions
- ◆ AI + Human Content Optimization
- ◆ B2B SaaS Technical Writing
- ◆ Product Descriptions (E-commerce)
- ◆ Internal Linking Strategy
- ◆ Content Calendar Planning

SERVICES OFFERED

SEO Blog Writing: Keyword-rich articles built for Google rankings and reader engagement.

Website Copywriting: Brand-aligned copy for homepages, about pages, and service pages.

Sales & Landing Pages: High-converting copy with clear CTAs, trust signals, and audience-focused messaging.

Keyword Research & SEO: Low-competition keyword targeting with full on-page optimization.

Product Descriptions: Persuasive, SEO-friendly e-commerce copy that boosts CTR and conversions.

Content Rewriting: Transform outdated content into fresh, SEO-optimized pieces that reclaim rankings.

KEY ACHIEVEMENTS

- Delivered SEO content strategy achieving **+60% organic traffic growth** for a client within 3 months
- Consistently produced **100% original, plagiarism-free** content across all niches and project types
- Served clients across **USA, UK, and Australia** as a fully remote independent freelancer
- Built a complete **freelance portfolio website** with integrated SEO tools and optimized blog content
- Developed efficient **AI + human hybrid** content workflows maintaining quality and authentic voice

FREELANCE EXPERIENCE

Freelance SEO Content Writer & Copywriter	Self-Employed — Remote (Global Clients)	Jul 2021 – Present
Content Writer	Grow More Advertising Agency, Faisalabad	2021

- Produced SEO blog posts, website copy, landing pages, and product descriptions for diverse global clients
- Conducted keyword research, on-page SEO, and content optimization across multiple industries
- Managed multiple projects simultaneously, delivering on-time with consistent quality and zero plagiarism

EDUCATION

BS Computer Science	Islamia College University, Faisalabad	2002 – 2004
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TOOLS & PLATFORMS

Google Search Console · SEMrush · Ubersuggest · Surfer SEO · WordPress · Blogger · Grammarly · Copyscape · Canva · ChatGPT · Google Docs · Upwork · LinkedIn

INDUSTRY NICHES

Home Services & Franchises | Health & Wellness | Lifestyle | Fashion & Beauty | Pet Care | B2B SaaS & Tech | E-commerce | Finance