

# QURATULAIN MERCHANT

• Freelance Content/Copywriter and Voice-Over Artist •

## ABOUT ME

Wordsmith, editor, and detail-oriented ambitious individual who seeks to achieve extraordinary results for the company. Able to align content with the brand's voice to produce compelling copy to achieve high conversion rates. A fast learner who strives to grow in her passion for writing.

## ACADEMIC BACKGROUND

2019 - 2022 • University of Karachi  
Bachelor of Arts

2021- 2021 • Shahzad Khan's 6-figures  
copywriting course

2019- 2021 • Hisham Sarwar's content writing course

2006 - 2008 • SATs - Received an invitation to  
represent Saudi Arabia in the Global Young Leadership  
Conference

## EXPERIENCE

### Current Work

#### 2022 MPG

Copywriting

- Currently, editing and writing many product reviews, product descriptions, editorials, and Emails to promote their products

#### 2020 Fiverr

- Articles
  - Niches: Pets, Kayaking, sleeping bag liner, tools for Instagram, plagiarism, baby articles (baby-proof homes, newborns, new parents), teenage issues, and many more.
- Listicsles
  - Instagram influencers
  - Lies on Fox News
  - relationship
- Website Content
  - Mental math course
  - Non-profit organization for children's education
  - IQ testing

### Previous Work

#### 2022 Sit Work

Content Writing

- wrote 11 pages Pdf file of school marketing strategies

#### 2021 OSHA (Occupational Safety and Health Administration)

American Accent Voice-Over

- Worked with OSHA (Occupational Safety and Health Administration) closely with the marketing team to produce concepts for clients.

## SKILLS

Copywriting	<div></div>	SEO	<div></div>
Strong Communication	<div></div>	Editing	<div></div>
Research	<div></div>	Building a Layout	<div></div>