



## Contact

✉ raohammad341@gmail.co

☎ 0312-3236877

📍 Old Muslim Town Lahore

🌐 [Rao Hammad](#)

🎧 [Rao Hammad](#)

## Education

### Bachelor's Degree in English Literature & Linguistics

Quaid-e-Awam University of Engineering, Sciences and Technology  
Nawabshah

2019- 2023

## Skills & Expertise

- Content Writing
- SEO & Keyword Research
- Critical Thinking
- Analytical Skills
- Problem-Solving & Research
- Content Strategy & Marketing

## Language

English

Urdu

# Rao Hammad

Content Writer & SEO Specialist

## About Me

Content Writer & SEO Specialist with a background in English Literature and Linguistics. Skilled in creating engaging, high-quality content that boosts online visibility and audience engagement. Experienced in SEO optimization, content strategy, and problem-solving, with strong attention to detail and critical thinking. Currently working as an SEO Writer at Icreative Software House, Karachi, where I write well-researched content to increase website traffic and improve search rankings.

## Professional Experience

DEC 2024 - FEB 2025

**icreativez Software House, Karachi**

SEO Content Writer

- Develop high-quality, SEO-optimized content for websites, blogs, and marketing materials.
- Conduct keyword research and implement on-page and off-page SEO strategies to improve rankings.
- Analyze website traffic trends and adapt content strategies accordingly.
- Collaborate with marketing teams to align content with branding and business goals.
- Optimize metadata, headings, and content readability for better search engine visibility

## References

**Mehboob Shar**

icreativez. / CEO

Email: [icreativez.com](mailto:icreativez.com)