

SUMMARY

Freelance writer with a BA in Media and Journalism, minor in Entrepreneurship. Trained sales copywriter with six years of experience, specializing in creating keyword-optimized Amazon product listings. Experience in journalistic and editorial writing, creating and editing video content, and photojournalism.

EDUCATION

University of North Carolina at Chapel Hill – Chapel Hill, NC

May 2020

Media and Journalism; Entrepreneurship (minor)

- GPA 3.56

EXPERIENCE

Freelance Copywriter – Morrisville, NC

August 2014 - Present

- Specialized in creating keyword-optimized Amazon product listings.
- Created website content, landing pages, and email follow-up sequences, using marketing techniques to ensure higher conversion rates.
- Created listings for several bestselling products on Amazon in a variety of niches, including skin care, electronics, and Kindle books.
- Created personal brand, SparkedWriting, and marketed services to private Facebook groups and Amazon training groups.
- Wrote hundreds of pieces of sales copy for clients worldwide.

LEADERSHIP AND COMMUNITY INVOLVEMENT

UNC-CH Muslim Students Association – Chapel Hill, NC

May 2016 - May 2020

Faith Chair (2016-2017), Outreach Chair (2018-2020)

Worked to establish a safe and supportive environment for Muslim students at UNC-Chapel Hill by co-organizing weekly social and religious events. Networked with other minority organizations, and worked with high-profile speakers to organize large-scale events for up to 600 attendees. Wrote and published official statements when needed.

SKILLS

- Journalistic and editorial writing
- Creating and editing video/documentary content
- Photojournalism
- Amazon listing writing and keyword optimization

- Data visualization through R
- Webpage sales copy
- Email marketing
- Studied classical Quranic Arabic at Bayyinah Institute (2015-2016)