

# NIMRA SHAKIL

Senior Content Strategist | AI Content Operations | Technical SEO

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## PROFESSIONAL SUMMARY

Senior Content Strategist with 8+ years scaling organic growth through content strategy, AI content operations, technical SEO, and Generative Engine Optimization (GEO). Most recently owned the full content lifecycle across a 7-website portfolio generating 315K+ combined monthly visits and 28,000+ organic keywords across ChatGPT, Perplexity, Google AI Overviews, and Gemini visibility surfaces. Wrote original blogs and edited AI-generated articles at scale while co-designing 16 automation workflows that cut content production costs by 75%. Built data-driven content strategies backed by research across 14,800+ keywords, 12-month implementation roadmaps, and competitive intelligence across multi-brand portfolios in health, telehealth, SaaS, and e-commerce. Equally effective writing enterprise website copy that converts and designing LLM prompts that scale.

## CORE COMPETENCIES

Content Strategy and SEO (On-Page, Off-Page, Technical) | Answer Engine Optimization (AEO) and Generative Engine Optimization (GEO) | AI Content Operations and Prompt Engineering (ChatGPT, Claude, Gemini, Athena AI, Tely.ai) | Technical Writing (SaaS, APIs, Documentation) | Keyword Research, Gap Analysis and Programmatic SEO | Workflow Automation (n8n, 16 workflows built) | B2B Content Marketing (TOFU/MOFU/BOFU) | Entity-Based SEO and Schema Markup | Competitor Analysis (Semrush, DataForSEO, RivalFlow, PostHog) | AI Image and Video Generation (Grok, Gemini Nano Banana, ComfyUI) | WordPress CMS and On-Page Optimization | Content Auditing and Editorial Management | Social Media Strategy and Brand Communications | Project Management and Cross-Functional Leadership

## PROFESSIONAL EXPERIENCE

### SEO Content Specialist

*Cross Even | Remote | October 2024 – January 2026*

Managed SEO content strategy, AI content operations, and technical SEO across a 7-website portfolio generating 315K+ combined monthly visits and 28,000+ organic keywords in ESA, cannabis, telehealth, and weight loss verticals. Owned the full content lifecycle across ParkingMD (155K visits), WellnessWag (77.8K), LeafyRX (50K), LeafyMate (19.1K), LeafyDoc (12K), Minimal, and Emma & Buddy.

### Content Strategy and Research

- Audited WellnessWag's 1,145-post portfolio across 20 content clusters and built a 3-phase content strategy projecting a 45% organic traffic increase within 6 months, defending the brand's 6x content volume advantage over competitors. Drove 254 keyword positions improved vs 11 declined (23:1 ratio), 6.8K organic keywords, 85.84% non-branded traffic, and an AI Visibility Score of 31 with 113 AI platform mentions.
- Analyzed 503+ competitor blog posts to launch Emma & Buddy into the ESA market, delivering keyword gap analysis, cluster mapping, and a 12-month implementation roadmap that positioned a new brand to compete against established players from day one.
- Architected a programmatic SEO strategy for LeafyRX targeting 3,500+ pages across 5 content types, projected to capture 60,000–80,000 monthly organic visitors within 12 months and reduce dependence on paid acquisition.
- Developed a full content strategy for ParkingMD (155K monthly visits, 103K unique visitors, 95% site health score): 6 customer personas, 47 commercial keywords across 9 clusters, and 10 pillar blog outlines, creating the foundation for the portfolio's highest-traffic property with 120 referring domains and 99% US traffic.
- Conducted competitive audit of Minimal's Semaglutide page against 4 industry leaders (Found, Calibrate, Sequence, Heally), delivering 8 categories of recommendations on clinical evidence, CTAs, interactive tools, and internal linking. Directly informed the page redesign that drove a 336% increase in site visits, 407% increase in

unique visitors, 127% organic traffic growth, 100% non-branded traffic, and grew referring domains from ~130 to ~300.

- Designed Generative Engine Optimization (GEO) and Answer Engine Optimization (AEO) strategy across the portfolio with answer-first formatting, FAQ and HowTo schema, entity-based linking, and structured data optimized for LLM extraction.
- Performed keyword research spanning 14,800+ keywords using Semrush and DataForSEO, classified across 9 pillars and mapped to buyer journey stages.

### **Content Production and AI Operations**

- Wrote original SEO-optimized blog posts and edited a high volume of AI-generated articles monthly for accuracy, brand voice, factual integrity, and SEO depth, contributing to a 22% increase in average organic page views while maintaining Semrush readability targets (score 50+) and brand voice consistency across 7 distinct brands.
- Wrote and optimized meta titles, meta descriptions, URL slugs, and on-page SEO elements across all 7 websites, supporting both crawlability and SERP click-through rate.
- Designed and iteratively refined LLM prompts at scale across ChatGPT, Claude, Gemini, and OpenRouter for content generation, competitive intelligence, and gap analysis. Built modular prompt frameworks that standardized AI output quality across 7 brand voices and reduced editorial rework time by an estimated 40%.
- Operated Athena AI and Tely.ai for AI-generated blog production at scale, then authored PRDs and co-designed in-house n8n alternatives that replaced both tools, cutting content operations costs by 75% while adding 5-checkpoint human approval flows the original platforms didn't offer.
- Optimized content for both traditional search and AI answer engines as a unified stack, implementing answer-first structures, schema markup, and entity clarity signals to maximize visibility across Google rankings and AI engine citations on ChatGPT, Perplexity, Google AI Overviews, and Gemini.
- Overhauled thousands of AI-generated doctor listings on LeafyMate with on-page SEO at scale, driving 118% traffic growth, 4,200+ ranking keywords across 5,233 pages, 92% AI Search Health, 88% site health, and 99.33% US traffic with 100% of new visitors coming from organic search.
- Used RivalFlow AI extensively for competitor content gap analysis, supported team-wide AI visibility tracking through AthenaHQ, and generated and art-directed AI images across all 7 websites for brand-aligned visual consistency at scale.

### **Workflow Automation and Technical SEO**

- Co-designed 16 n8n automation workflows for content creation, competitive intelligence, publishing, and performance monitoring, reducing manual processes by an estimated 80% and enabling a small team to operate content at enterprise scale across 7 sites.
- Designed a backlink opportunity analysis system integrating GA4, GSC, DataForSEO, and Crawl4AI, with composite scoring algorithms that automated page prioritization and replaced hours of manual competitor research.
- Conducted backlink opportunity analysis and outreach for select brands using Semrush Backlink Analytics and competitor link gap research, contributing to off-page authority growth across the portfolio's 12K+ link, 2,300+ referring domain footprint.
- Maintained site health scores of 84–99% across all 7 websites (24 to 5,233+ crawled pages) and built internal team capability through Semrush training tutorials and custom reporting.

### **Content Strategist**

*ChatPandas (subsidiary of LiveChat Ltd) | Lahore, Pakistan | November 2021 – August 2024*

Led content strategy, SEO, social media, and brand communications for a B2B live chat software and customer support services company. Reported directly to the CTO. Received top performance ratings (5/5) across all evaluation criteria.

### **Content Strategy, Website Copy and SEO**

- Co-wrote the entire website content for ChatPandas.com and LiveChat Ltd from scratch, including service pages, brand messaging, and UX copy, increasing visitor-to-lead conversion by 18% and reducing bounce rate by 15% within three months.
- Co-wrote and designed all landing pages with A/B testing variants, driving a 12% improvement in landing page conversion rates through iterative copy optimization, CTA testing, and value proposition refinement.
- Designed a three-tiered B2B content framework (TOFU/MOFU/BOFU) that shortened the average sales cycle by improving lead nurture through SEO blogs, whitepapers, webinars, case studies, and testimonials mapped to each funnel stage.
- Managed a 6-month content production plan totaling 100+ deliverables: 72 blogs, 18 whitepapers, 6 case studies, 2 research reports, and 2 e-books, increasing indexed pages by 20% and boosting average page duration by 20%.
- Built SEO infrastructure from the ground up (GSC, GA4, Bing Webmaster Tools, structured data, Core Web Vitals) and developed company-wide SEO OKRs targeting 30% organic traffic growth, 10-position keyword ranking improvement, and 15% CTR increase within 6 months.

### **Brand Communications, Social Media and Team Leadership**

- Crafted investor pitch decks and client-facing presentations that directly contributed to new client acquisition, communicating the company's value proposition across B2B customer experience services.
- Published thought leadership articles and case studies on LinkedIn Pulse, generating 50,000+ impressions per quarter and resulting in a 35% increase in inbound LinkedIn inquiries.
- Conceptualized and produced in-house video and text content for social media, increasing overall engagement by 50% across LinkedIn, Facebook, Instagram, and Twitter; led a breast cancer awareness campaign adopted globally by ChatPandas' international client network, extending brand reach across the US, UK, and Turkey.
- Conducted client interviews and wrote testimonials and success stories deployed across the website, pitch decks, and sales collateral, supporting a 100% client retention rate.
- Led email marketing campaigns that enhanced customer engagement by 10% and reduced email bounce rates by 8%; managed editorial calendars and led cross-functional production with designers and developers.
- Developed and presented company OKRs for SEO, Content Marketing, and Social Media covering 7 strategic objectives with measurable key results, adopted by the CTO as the marketing department's performance framework.

### **SEO Content Strategist | Freelance**

*Independent Clients (US, UK, International) | 2018 – Present*

- Built a freelance practice serving 30+ clients across health, SaaS, e-commerce, beauty, and lifestyle verticals with a 4.9/5.0 average rating and 90%+ repeat client rate.
- Drove an average 25% increase in organic search traffic for client websites through keyword research, on-page optimization, and content strategies that consistently moved pages into top-10 rankings for competitive terms.
- Produced 500+ pieces of content (blogs, web copy, SaaS/API technical documentation, landing pages) generating measurable lifts in brand visibility, with clients reporting an average 15% increase in qualified inbound traffic.
- Leveraged AI prompt engineering (ChatGPT, Claude) and ComfyUI video animation to scale output without sacrificing quality, reducing average project delivery time by 40%.

### **Sub-Editor**

*The Nation | Lahore, Pakistan | 2017 – 2018*

- Optimized editorial workflows, reducing content revisions by 50% and enhancing publication efficiency.
- Authored and curated engaging editorial content, conducted interviews, and transformed insights into compelling stories that elevated reader engagement.

## **TOOLS AND TECHNOLOGIES**

**AI and Content:** ChatGPT, Claude, Gemini, OpenRouter, Perplexity, Athena AI, AthenaHQ, Tely.ai, RivalFlow AI, Content Pilot

**AEO and GEO:** Schema markup (Article, FAQPage, HowTo, Organization, MedicalWebPage), Entity-based SEO, Answer-first content structures, Featured snippet optimization, AI engine prompt testing across ChatGPT, Perplexity, Google AI Overviews, Gemini, Claude

**AI Image and Video Generation:** Grok, Gemini (Nano Banana), ComfyUI

**SEO and Analytics:** Semrush (Site Audit, Keyword Magic, On-Page SEO Checker, Backlink Analytics, Traffic Analytics, Domain Overview, Content Audit, Writing Assistant), DataForSEO, Google Analytics 4, Google Search Console, PostHog, Ahrefs, Moz, Google Keyword Planner, Bing Webmaster Tools, Yoast SEO

**Design and Visual:** Canva, Adobe Premiere Pro | **Writing and Editing:** Grammarly, Hemingway Editor, Quillbot

**Workflow and Publishing:** n8n, WordPress, ClickUp, Monday.com, NocoDB, Crawl4AI, MCP Servers (GA, GSC, Google Ads)

## **EDUCATION**

**BA (Hons) Mass Communication and Political Science** | Forman Christian College (A Chartered University), Lahore, Pakistan

## **CERTIFICATIONS**

Semrush SEO Certification – Semrush Academy | SEO Certification Course – HubSpot Academy | Certified Personal Trainer – NASM (National Academy of Sports Medicine)

## **LANGUAGES**

English (Proficient) | Urdu (Proficient) | French (Beginner)

## **INTERESTS**

Competitive Powerlifting