

Contact

sidrafreelancer5@gmail.com

www.linkedin.com/in/sidra-shaheen-27073a1a9 (LinkedIn)

Top Skills

SEO Copywriting

Fashion Writing

Social Media Blogging

Sidra Shaheen

Chemistry Expert (M.Phil) | SEO & WordPress Strategist | Academic Research Specialist | I Help 50+ Brands & Students Create High-Authority Content

Lahore, Punjab, Pakistan

Summary

I am an experienced SEO material writer, who ranks high on the search engine and is emotional about creating material echoed with real people. I am an expert in writing blog posts, web pages and product content for a long time that is adapted not only for Google, but is also attractive, well structured and easy to read.

With condensed tone, keyword strategy and a strong attention to the on-page SEO, I help businesses improve their online appearance, generate organic traffic and build rights in their niche.

What do I do:

SEO blog writing (1,500–2,000+ words)

Website and landing page content

Focus key phrase optimization

Internal Linking, Meta Tags and Structured Formatting

Equipment I work:

Yoast SEO, Surferseo, WordPress, Google Docs, Semrush, Ahrefs

If you are looking for high-quality SEO content that actually enhances results-Connect for your business, brand, or agency-or-agency!

DM to cooperate, freelance projects, or just material strategy.

Experience

CHEMTROMECH WATER TECHNOLOGY

Social Media Manager

August 2025 - Present (6 months)

As the Social Media Manager at Chemtromech Water Technology, I am responsible for developing and executing the company's digital communication strategy across LinkedIn and Facebook. My focus is on strengthening Chemtromech's online presence, enhancing brand visibility,

and communicating our mission of providing sustainable and innovative water treatment solutions for industrial, commercial, and residential applications.

Chemtromech is a trusted name in water technology, offering end-to-end solutions that combine advanced engineering, reliable performance, and environmental responsibility. Through strategic storytelling and data-driven social media management, I aim to highlight the company's achievements, innovations, and contributions to a cleaner, safer, and more sustainable future.

My role involves crafting engaging content, managing digital campaigns, and maintaining consistent branding across platforms. I also collaborate closely with technical teams to translate complex engineering solutions into clear, relatable messages that resonate with our clients and industry partners.

In every post, campaign, and update, my goal is to showcase how Chemtromech's technology transforms challenges into opportunities — helping industries conserve water, reduce waste, and operate more sustainably. By combining creative storytelling with analytics and market insight, I strive to position Chemtromech as a digital leader in the water technology sector.

This role allows me to merge creativity with purpose, contributing to a company that truly makes a difference — ensuring access to clean, safe water for communities and businesses alike.

#Chemtromech #SocialMediaManagement #WaterTechnology #CleanWater #Sustainability #DigitalMarketing #Innovation #EnvironmentalResponsibility

online

Search Engine Optimization Specialist

September 2019 - Present (6 years 5 months)

Lahore, Punjab, Pakistan

I am a professional SEO material author that helps brands to grow systematically with high quality, human-focused writing. From long blogs and web pages to customized product details and linkedIn articles-I create materials that run traffic, attach to readers, and convert.

Keyword-Inaculations

interactive tone

readability and structure for SEO

Google-ready formatting (title, H1S, FAQ, etc.)

Whether you are a startup, agency, or entrepreneur - if you are looking to save time, want to promote the ranking, and join with your audience, then I am to help here.

If you need working material, connect me or DM!

FATIMA VEGETABLE OIL MILLS (PVT.) LIMITED

Quality Assurance Quality Control

January 2025 - May 2025 (5 months)

Okāra, Punjab, Pakistan

As a Quality Control Analyst Intern at Fatima Vegetable Oil Mills, I am currently performing essential laboratory tests to ensure the quality and safety of our vegetable oil products. My role involves conducting various analytical techniques to maintain high standards in our production process.

Key Responsibilities:

Free Fatty Acid (FFA) Analysis

Moisture Test

Melting Point Determination

Peroxide Value Assessment

Color Index Evaluation

Tintometer Use

Strong understanding of laboratory procedures and analytical techniques.

Attention to detail and commitment to producing accurate and reliable results.

Ability to work independently and as part of a team.

Excellent communication and documentation skills.

Hands-on experience in a dynamic and professional laboratory setting.

Opportunity to contribute to maintaining high-quality standards in vegetable oil production.

Gain valuable skills and knowledge in quality control and analytical techniques.

Collaborative and supportive work environment.

Online

Online teacher

April 2016 - February 2025 (8 years 11 months)

Lahore, Punjab, Pakistan

greeting! I am professional science and chemistry online teacher i have an 5 year teaching experience in different institutes feel free to contact me

Upwork

Search Engine Optimization Specialist

May 2020 - April 2024 (4 years)

Lahore, Punjab, Pakistan

Education

University of Management and Technology - UMT

Master of Science - MS, Chemistry · (February 2019 - February 2022)

University of Management and Technology - UMT

Ms, Chemistry · (February 2019 - February 2022)

University of Management and Technology - UMT

ms, Chemistry · (2019 - 2021)