SHAHMEER KHAN

HubSpot Certified Content Strategist | Web3, AI, B2B SaaS & Fintech

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SUMMARY

HubSpot-certified content strategist with 7+ years of experience driving organic growth for Web3, blockchain, and fintech companies. Skilled in Ahrefs, Semrush, Google Analytics, and Search Console, with deep expertise in technical content and SEO. Led a content strategy that grew InvoZone's organic blog traffic by **450%** in six months.

EXPERIENCE

Content Specialist06/2022 – Present

Humanode — Web3 / Blockchain (Remote)

- Own end-to-end content strategy across product, ecosystem, and thought leadership, publishing **30+** articles/month and growing blog readership by **100%**.
- Ghostwrite founder content and manage social channels, growing X/Twitter following from **50K** to **150K** and increasing engagement by **5%**.
- Produced developer and user documentation (API manuals, GitBook guides, end-user guides) that reduced support queries by **70%**.
- Created an original interview series with founders and ecosystem contributors, generating **20** pieces.
- Translate complex cryptobiometrics and blockchain concepts into accessible content for technical and non-technical audiences.

Content Marketing Manager07/2021 – 05/2022

InvoZone — Software Development Services

- Led a content team of **14**, partnering with the CMO and founders on strategy that increased organic blog traffic by **450%** and inbound leads by **50%**.
- Built the funnel-based content roadmap (ToFU/MoFU/BoFU), improving conversion rates by **100%**.
- Implemented SEO best practices using Ahrefs, Semrush, and Search Console, ranking **multiple** keywords on page one and lifting impressions by **a considerable percentage**.
- Created forecasts and metrics reporting from Google Analytics data to define product-level content strategies.
- Managed international and local event marketing campaigns, contributing to **50+** qualified leads / **300**.

Content Writer & Strategist11/2020 – 06/2021

InvoZone

- Devised content strategies that grew the company blog's organic presence by **450%** in **6** months.
- Authored the company-wide content style guide, aligning messaging across all digital and print platforms.
- Collaborated with SEO and content teams on conversion-focused content that generated **10 qualified** inbound leads per month.
- Wrote long-form articles, e-books, case studies, web copy, sales content, and technical documentation (API docs, GitBook guides).

Technical Content Developer 09/2018 – 10/2020

Programmers Force — Shufti Pro (AI-based KYC / Fintech)

- Researched financial regulations and identity-verification requirements to create KYC compliance pages for 200+ countries, driving **30%** of the site's organic traffic (example: shuftipro.com/usa).
- Produced whitepapers, e-books, user manuals, press releases, API documentation, blogs, sales collateral, web copy, and Google Ads copy.
- Conducted fintech and blockchain market research to define target audiences and align content with buyer needs.

Freelance Copywriter & Content Strategist 06/2016 – Present

Self-employed (via LinkedIn)

- Serve clients across blockchain, Web3, fintech, KYC, machine learning, and data science, including Litecoin, TigerGraph, Qtum, and ccFound.
- Deliver copywriting, SEO content, technical writing, content strategy, and digital marketing support: technical blogs, landing pages, thought-leadership articles, and marketing assets.

Content Developer06/2016 – 08/2018
White Paperr LTD

- Researched technology topics and produced long-form research content and ghostwritten publications for clients.

KEY ACHIEVEMENTS

- KYC coverage at scale — researched and wrote compliance pages for 200+ countries for Shufti Pro, a cornerstone of the site's organic acquisition.
- Organic growth — led InvoZone content strategy that increased organic blog traffic by **450%** and inbound leads by **50%**.
- Published author — contributing writer at Hackernoon, DZone, and CryptoDaily; created the “Mondays with Entrepreneurs” interview series featuring fintech, Web3, and AI founders.

SKILLS

- **Content Strategy:** editorial planning, audience research, funnel-based roadmaps (ToFU/MoFU/BoFU), brand messaging
- **SEO & Analytics:** keyword research, on-page optimization, Ahrefs, Semrush, Google Analytics, Search Console, Data Studio
- **Technical Writing:** API documentation, GitBook guides, whitepapers, user manuals, developer guides
- **Copywriting:** website copy, landing pages, Google Ads, sales & direct-response copy
- **Domain Expertise:** Web3, blockchain, DeFi, NFTs, KYC & identity verification, proof of personhood, cryptobiometrics

CERTIFICATIONS

- Content Marketing Certified — HubSpot Academy
- Google Analytics (Beginners & Advanced) — Google

EDUCATION

BS Computer Science (Dual Degree Program)2014 – 2018
COMSATS University Islamabad × Lancaster University

PUBLICATIONS & ONLINE PRESENCE

- Contributing author: Hackernoon, DZone, CryptoDaily, TechBuzzWeb, Thrive Global, DataDrivenInvestor
- Humanode Blog — blog.humanode.io • Medium — shahmeer-khan.medium.com