

















Hi there! My name is

Afsheen Khan

UX Writer. Content Manager. Content Strategist.



MY TOOL STACK

<p>CONTENT</p>  	<p>DESIGN / WIREFRAME</p>   	<p>EMAIL CAMPAIGN / CRM</p>   	<p>CONVERSATION DESIGN / UX WRITING</p>  
<p>SEO</p>  	<p>SOCIAL MEDIA</p> 	<p>CONTENT RESEARCH</p>  	<p>PROJECT MANAGEMENT</p> 

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[UX Writing Glossary](#)

Based on research, I have compiled a list of words and rules to reflect a consistent brand personality across the mobile app, web app, and product communications.

[Microcopy Samples](#)

Take a peek at a few exciting samples of in-product microcopy based on the style guide I created for error messages, empty states, and confirmation messages.

[UX Writing Product Checklist](#)

Formulated a product-specific checklist for the review, editing, or proofreading of in-product microscopy.

Work Profile

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Email Campaign Content

Created email copy for a B2B SaaS product.

High-Converting Blog Article # 1

High-Converting Blog Article # 2

I planned, wrote, and published these articles.

Website Homepage Content

Product Landing Page Content

Created website and landing page content for a B2B SaaS company named Seekify.

Work Profile

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[Social Media Strategy # 1](#)

[Social Media Strategy # 2](#)

Created Social Media Strategy and maintained Editorial Calendar for B2B SaaS Startups.

[Content Marketing Report and Strategy](#)

Created content marketing OKRs sheet to track ongoing progress and suggested content strategy for a B2B SaaS startup to drive brand awareness, engagement and conversion.

[Brand Identity Launch Video Script + Storyboard](#)

Prepared brief and video script for a B2B recruitment consulting firm that has revamped its online presence and brand identity. Plus, created a basic storyboard on canva to be shared with the video creator.

Work Profile

