FAHAD HAMID

Sports Content Manager | SEO Writer

Sports content strategist with two-plus years producing daily SEO-optimized coverage across tennis, soccer, and motorsports for high-traffic digital media outlets. Combines high-volume editorial output with search-driven writing, cross-functional collaboration, and multi-format storytelling.

fahadhamid237@gmail.com | +92 302 240 2100 | Faisalabad, Pakistan | instagram.com/fahadhamid65

WORK EXPERIENCE

Tennis Content Manager — FirstSportz *April 2024 – Present | Remote*

Lead tennis content coverage for a fast-growing sports media platform, balancing daily publishing volume with editorial quality and audience growth.

- Produce a minimum of four SEO-optimized tennis articles daily, covering tournament results, player analysis, and breaking news to sustain consistent organic traffic.
- Coordinate directly with the social media team to align article publication with cross-platform promotion, extending content reach beyond organic search.
- Script and develop YouTube video content on tennis, translating written editorial coverage into a video format to diversify audience engagement channels.
- Track ATP and WTA tour schedules, rankings, and player storylines to deliver timely, authoritative coverage ahead of competing outlets.

Associate Editor — ClutchPoints *May 2023 – July 2024 | Remote*

Delivered high-volume soccer coverage for a competitive sports media outlet under strict editorial and publishing deadlines.

- Authored nine to ten soccer articles weekly at a fixed per-article rate, maintaining consistent output across a fourteen-month editorial run.
- Partnered with editors to refine structure, tone, and keyword placement in every article prior to publication, strengthening search performance.
- Covered transfer news, match previews, and recaps across major soccer leagues under tight, same-day turnaround windows.
- Sustained accuracy and style compliance across a high-volume editorial pipeline while consistently meeting daily publishing quotas.

F1 and NASCAR Writer — Illumeably *May 2025 – Present | Remote*

Cover Formula 1 and NASCAR for a motorsports-focused outlet after transitioning from an initial golf writing assignment.

- Write four motorsports articles daily on F1 and NASCAR, covering race results, standings, and driver storylines.
- Transitioned from golf coverage into motorsports writing within the role, demonstrating rapid subject-matter adaptability across sports verticals.
- Source and integrate licensed imagery from IMAGN into published articles, elevating visual quality and reader engagement.
- Apply SEO best practices to headlines and article structure, aligning content with search intent to maximize discoverability.

PERSONAL PROJECTS

MERCOR — Soccer Expert

December 2025 – Present

- Evaluate AI-generated prompts across soccer fixtures on a per-hour and per-task basis, identifying inaccuracies to improve model output reliability.

EDUCATION

BS, Software Engineering — University of Agriculture, Faisalabad, Pakistan

June 2016 – June 2020

MS, Software Engineering — University of Agriculture, Faisalabad, Pakistan

August 2020 – December 2022

SKILLS

Sports Content Strategy | Editorial Management | SEO Writing | Tennis Coverage | Soccer Coverage | Motorsports Writing | YouTube Scripting | Cross-Platform Collaboration

ACHIEVEMENTS

Participated in the Intra Tennis University Championships — February 2018

LANGUAGES

English (Professional Working Proficiency) | Urdu (Native/Bilingual) | Punjabi (Native/Bilingual)

INTERESTS

Research | Writing | Drafting | Sports