

MUSA MURAD

Copywriter · Creative Content Strategist

raomuradfarooq@gmail.com · +92 302 321 3391 · linkedin.com/in/musa-murad-97b406240 · Punjab, Pakistan · Remote

PROFILE

Copywriter and creative content strategist specializing in storytelling and brand voice for Islamic and children's brands. Experience spans character and world-building development, e-commerce copywriting, and editorial content for Muslim-founded platforms — pairing creative development with clear, conversion-focused execution.

EXPERIENCE

Creative Content Strategist · Salam Sisters (Zileej)

Ongoing · Remote

- Leading world-building and IP development for an Islamic children's doll and storytelling universe — character development, narrative framework, and stop-motion scriptwriting

Content Strategist & Communication Partner · Albayt Pilgrimage

Oct 2025 – May 2026 · Remote

- Led content strategy and copywriting across homepage, service pages, and email sequences for a Hajj & Umrah platform; defined brand voice from the ground up

Writer & Digital Operations · Muraqaba App

Jan 2022 – Present · Remote

- Long-form Islamic spirituality and Tazkiyah al-Nafs content, sustaining a 2+ year contributor relationship

Content Writer · IslamicProposals.com

2022 – 2024 · Remote

- 20+ scholarly-aligned articles on Muslim marriage and Islamic values, reaching readers in 20+ countries

Freelance Copywriter & Content Strategist · Self-Employed / Upwork

Feb 2022 – Present · Remote

- Copywriting, content strategy, and eBook ghostwriting across the Islamic digital ecosystem
- Authored 8+ books on Amazon KDP, selling 300+ organic copies across Islamic finance, fitness, and da'wah genres

EDUCATION

Bachelor of Fine Arts (BFA) — Islamic Studies · Superior College, Punjab, Pakistan · Dec 2019

Languages: Urdu (Native) · English (Professional Working)

May Allah place barakah in this work.