

SIRI METICULOUS EDITING

WRITING & EDITING SERVICES

PROFESSIONAL PORTFOLIO

ABOUT SIRI



My passion for reading and writing has always been hiding in plain sight, but it was only recently that I allowed myself to believe it should be put to good use to help others grow and succeed in fulfilling their dreams. And here I am, nearly four years since I embarked on this rewarding journey, happy, successful, and proud.

True, I did "abandon" pursuing my Journalism degree to explore a more adventurous path in life, but that did not stop me from learning continuously, being persistent, and striving for excellence.

This portfolio will provide You with a glimpse of the hard work and, hopefully, illustrate the dedication and effort my team and I put into everything we do.

Irena, Owner & Founder of Siri Meticulous Editing

WORK IN NUMBERS

250+ Happy Clients

Over 20 Website Content Creations

More Than 300 Blogs & Articles
Written

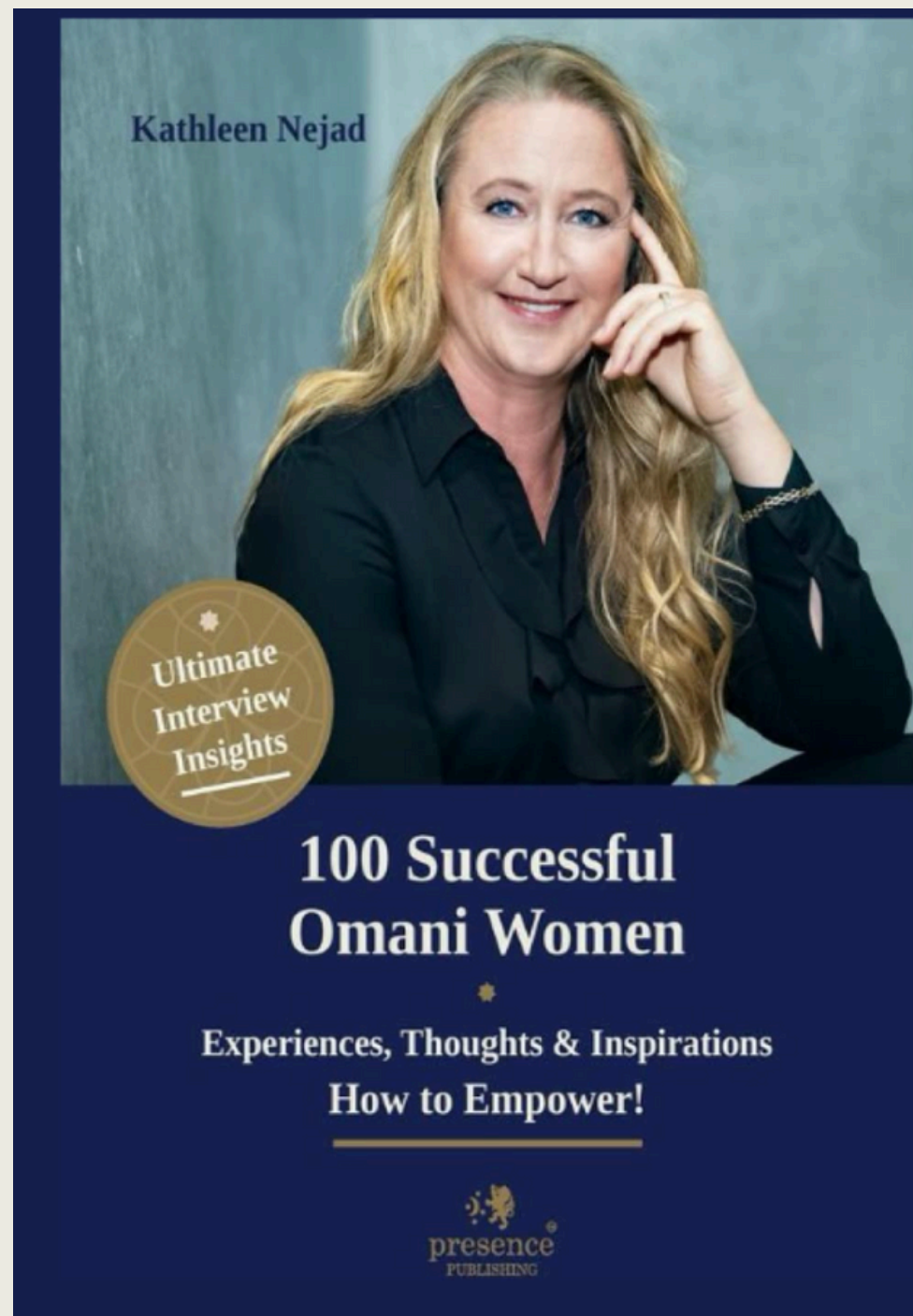
Around 15+ Brand
Collaborations

2000+ Documents Edited and Proofread

3 International Book
Publications

Kathleen Nejad

100 Successful Omani Women



We had the honor of contributing to the creation of a remarkable book that unveils the captivating stories of 100 remarkable women in Oman. This book serves as a powerful testament to the life journeys of these successful Omani women, offering readers a profound glimpse into their rich experiences, the challenges they've overcome, and the successes they've achieved throughout their extraordinary lives.

Project Duration: 2 months

Client/Author: Kathleen Nejad

Publication Date: September 2021

PROJECT OVERVIEW

Proofreading

- Scrutinized the manuscript and rectified grammatical, punctuation, and spelling discrepancies to ensure an impeccably polished final product.

Content Editing

- Enhanced the overall narrative's flow, coherence, and lucidity. Crafted thoughtful suggestions and revisions that enriched the readers' connection with each woman's unique story.

Structural Organization

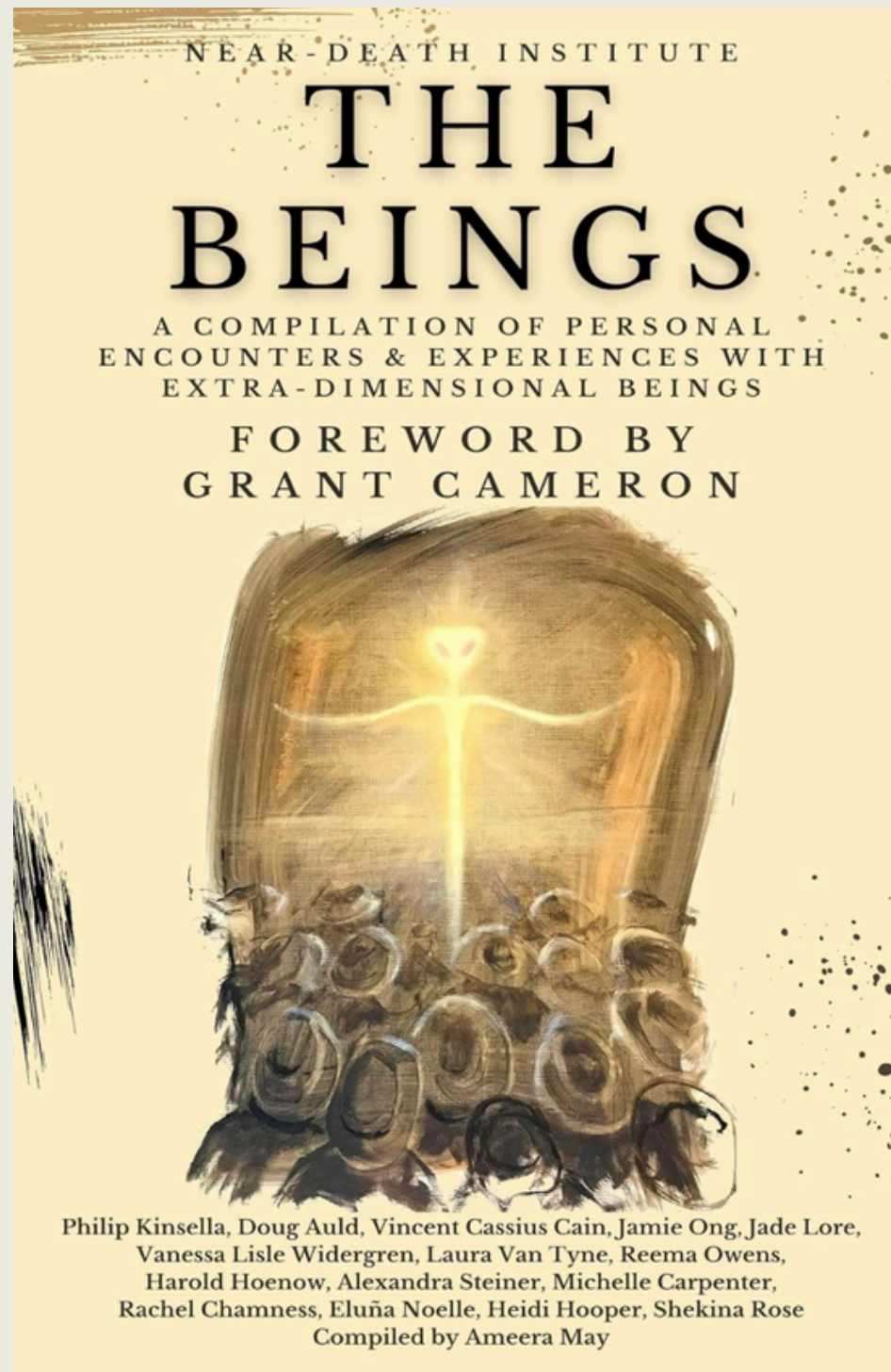
- Organized the stories in a logical sequence that resonated with the readers' interests, ensuring a seamless and captivating reading experience.

Outcome

The successful completion of this project not only highlights the editing skills but also reflects our dedication to amplifying the voices of remarkable women who have inspired generations by overcoming challenges and paving their unique paths.

NDI Institute

The Beings



It was a great privilege to be a part of an incredible project that goes beyond known realms of existence. The book "The Beings" is a fascinating compilation of 15 authors and their stories that defy conventional understanding. Through heartfelt accounts and candid reflections, the co-authors of this book promise to ignite your imagination and expand your understanding of what lies beyond the veil.

Project Duration: 4 months

Client: NDI Institute, South Africa

Publication Date: August 2024

PROJECT OVERVIEW

Proofreading

- Detailed revisions of each chapter and rectifying grammatical, punctuation, and spelling discrepancies to ensure an impeccably polished final product.

Content Editing

- Enhancement of the overall narrative's flow and coherence without affecting the authenticity of each story. Implemented thoughtful and appropriate suggestions and rewrites to ensure better readers' connection with the encounters and experiences.

Structural Organization

- Organized the 15 chapters in a logical sequence to ensure a sequential flow and development of the narrative, ensuring a seamless and captivating reading experience.

Outcome

Along with the incredibly courageous authors and the expert guidance of Ameera May from NDI, we are proud to have successfully completed what seems to be both a groundbreaking and captivating project. Editing this book felt truly special and has only honed the skills required to deliver a manuscript that captivates and leaves a lasting impact on readers.

NEURO MASSAGE, United Kingdom

A prominent UK-based business specializing in innovative massage techniques and the founder of a pioneering Neuro Massage Training School.

PROJECT OVERVIEW

Website Content and Web Content Enhancement

- Designed, developed, and wrote the entire website content for Neuro Massage.
- Ensured that the content not only represented the brand accurately but also appealed to the target audience.
- Employed SEO strategies to enhance the website's visibility and ranking in search engines.

Course Materials for Neuro Massage Training School

- Proofread and edited comprehensive course materials for the Neuro Massage Training School, which included manuals, interactive learning materials, certificates, and diplomas.
- Transformed complex massage techniques into easily digestible educational content.
- Collaborated closely with the client to align the content with the school's educational objectives and values.

Outcome

Our contributions have been instrumental in enhancing Neuro Massage's online presence as well as establishing the credibility of the Neuro Massage Training School. The designed certificates and diplomas serve as tangible representations of the attendees' achievements, and the content published in reputable publications, with the most notable being The Guardian in the UK, has extended the business's reach and reputation.

Key Achievements

Improved website content resulted in increased user engagement and higher SEO rankings.
Course materials have been well-received by students and instructors, contributing to the school's success.
The content published in notable publications amplified Neuro Massage's industry exposure.

To see the results of this collaboration, we invite you to explore the websites below and witness firsthand how our work has shaped Neuro Massage's unique approach to massage therapy and education.



www.neuromassage.co.uk

<http://neurotrainingschool.com>

[Neuro Rehab Times](#)

NEW IDENTITY MARKETING, Florida, USA

New Identity Marketing is a full-service marketing agency specializing in elevating brands' digital presence through expertly crafted campaigns spanning eCommerce optimization, branding, analytics, SEO, and cutting-edge social media strategies.

PROJECT OVERVIEW

Writing Youtube Video Descriptions

- Crafted compelling and engaging YouTube video descriptions.
- Ensured alignment with each client's brand identity and messaging strategy.

Writing & Organizing Social Media Captions

- Led the organization, writing, and editing of social media captions.
- Followed a systematic Excel sheet format to streamline the content creation process for various clients.
- Ensured consistency and resonance across platforms.

Summarizing Sermons

- Produced concise and impactful document summaries of sermons.
- Distilled complex messages into digestible content that resonated with the target audience.

Outcome

Our diverse efforts significantly improved content quality for various clients of New Identity Marketing, leading to increased client satisfaction and heightened audience engagement. This collective success highlighted the positive impact on client relations and the agency's commitment to delivering high-quality content.

Key Achievements

Streamlined social media caption management, ensuring smoother processes and consistent content across platforms. Elevated viewer engagement on YouTube through the creation of compelling video descriptions, contributing to increased visibility and audience interaction.

Improved accessibility and understanding of messages by delivering concise and impactful sermon summaries, reaching a broader and more engaged audience.

Tools and Skills Used

- Content creation and writing
- Social media caption organization (Excel)
- Editing and summarization skills
- Effective collaboration within a project management framework

Discover the outcomes of our collaboration with New Identity Marketing by visiting their website, where you can explore how we've refined their social media and boosted YouTube engagement for some of the clients.



<https://newidentitymarketing.com>

<https://thehamptoncollective.com/about>

<https://jomoandcharmaine.com>

FIRST CHOICE CARS, United Arab Emirates

First Choice Cars is a reputable car dealership in the UAE, specializing in a wide array of certified used and luxury vehicles, ensuring a seamless and trustworthy experience for buying, selling, and trading.

PROJECT OVERVIEW

Website Content and Rebranding

- Spearheaded the revitalization of First Choice Cars' online presence by crafting compelling website content. The content not only resonated with the brand's ethos but also aimed at capturing the essence of the UAE automotive market.
- Led the comprehensive rebranding efforts, ensuring the visual and narrative elements aligned seamlessly with the brand's new strategic direction.

Media Releases and Public Relations

- Crafted impactful press releases and collaborated with media outlets to strategically disseminate information about First Choice Cars' milestones and achievements.
- Successfully secured coverage in local media outlets, fostering a positive perception of the brand within the UAE automotive community.

Content Creation and Blogging

- Established and maintained a consistent and engaging blog presence for First Choice Cars, producing daily blog posts covering a variety of topics, from industry trends to car maintenance tips.
- The ongoing blog strategy significantly contributed to the growth of online visibility, increased website traffic, and strengthened the brand's authority in the automotive sector.
- As part of these efforts, SEO strategies were implemented to enhance online visibility and improve search engine rankings.

Project Management

- Emphasized daily and consistent collaboration to ensure adaptability, strategic execution, and a dynamic workflow, leading to an impactful online presence.
- Coordinated with design and development teams to ensure seamless integration of content into the website.
- Implemented regular updates to keep content relevant and in line with evolving business needs.
- Regularly communicated with stakeholders to align content with business goals and objectives.

Outcome

The strategic initiatives implemented for First Choice Cars not only revitalized its brand but also closely aligned it with the unique dynamics of the UAE's automotive landscape. With the introduction of compelling website content, the brand witnessed a significant boost in online presence, fostering increased visibility and market prominence.

Key Achievements

Successful rebranding efforts resulted in a culturally resonant and attractive brand image for the UAE audience. Media releases secured noteworthy coverage, positioning First Choice Cars as a key player in the local automotive scene. Daily blogs played a pivotal role in amplifying online visibility, fostering engagement, and driving substantial traffic to the website, thereby solidifying the brand's authoritative position in the UAE automotive market.

Tools and Skills Used

- Content creation and writing
- SEO tools for optimizing online content
- Analytics tools for monitoring website traffic and engagement
- Collaboration platforms for efficient project management
- Content creation and writing for website enhancement
- Strategic blog and news article writing
- Project management skills

We invite you to explore the First Choice Cars website to witness what was achieved through our collaboration. Take note of the refined website content and the regular blog updates. These enhancements are more than a visual makeover; they embody a strategic approach to engaging online audiences, elevating the brand's prominence within the competitive landscape of the UAE automotive sector.



<https://www.firstchoicecars.com>

ROBO TECH, United Arab Emirates

Robo Tech is an environmental engineering company based in Dubai that specializes in creating innovative solutions to combat growing environmental concerns and provide effective and sustainable solutions to water pollution.

PROJECT OVERVIEW

Website Content Overhaul

- Crafted compelling and comprehensive content for Robotech's website, ensuring a cohesive and engaging online presence.
- The new content effectively communicates the company's values, offerings, and expertise.

Business Presentation Brochures

- Designed and authored brochures tailored for impactful business presentations.
- These materials not only showcase Robotech's mission and vision but also serve as powerful tools to attract potential supporters and investors.

Strategic Communication for Prospective Partners

- Collaborated on writing and editing key documents for potential clients, with Dubai Municipality standing out as the most notable.
- Ensured clarity, precision, and a persuasive tone to effectively communicate Robotech's capabilities and offerings.

Outcome

The website's content overhaul led to a more cohesive and engaging online presence, attracting increased traffic and user engagement.

Business presentation brochures played a pivotal role in conveying Robotech's mission and vision, acting as effective tools in capturing the interest of potential supporters and investors.

The strategic communication for prospective partners showcased Robotech's capabilities with clarity and persuasion.

Key Achievements

Through our collaboration, Robotech achieved remarkable milestones and garnered recognition in the market. The company successfully attracted the attention of noteworthy investors, contributing to its growing presence and credibility within the industry.

Notably, Robotech received an invitation to participate in a prestigious event, underscoring the broad appeal of its offerings. While some details remain confidential, these achievements reflect the substantial impact of our collaboration in elevating Robotech's standing and opportunities within the market.

Tools and Skills Used

- Content creation and writing
- Writing and designing impactful business presentation brochures
- Writing and editing for key client documents
- Strategic communication for prospective partners
- Project management skills for collaboration and coordination

To discover the positive transformations we've accomplished with Robotech, take a moment to visit their website. Explore the compelling content that defines their cohesive online presence and uncover how our collaboration successfully communicates Robotech's mission and offerings.

We take pride in collaborating with a company dedicated to enhancing our environment and community. Join us in celebrating a partnership that goes beyond business, contributing to a better and more sustainable world.



<https://www.robo-tech.org>

BAKSHEESH, United Arab Emirates

Baksheesh Payment – a pioneering company revolutionizing global payments with its innovative QR transaction solution, accessible from any device, anywhere in the world.

PROJECT OVERVIEW

Website Content Creation

- Developed compelling and informative content that effectively showcased Baksheesh's products and services.
- Ensured the website content was user-friendly, engaging, and aligned with the brand's identity.

Blogs and News Articles

- Wrote engaging and informative blog posts and news articles to keep the website fresh and relevant.
- Topics covered a wide range of industry-related subjects to captivate and educate the target audience.
- Content was created to encourage readers to explore the website further and engage with the brand.

Outcome

Our contributions played a pivotal role in enhancing Baksheesh's online presence and attracting a broader audience. The website now boasts engaging content that reflects the brand's unique offerings.

Key Achievements

- Improved website content and blog posts resulted in higher user engagement and longer visit durations.
- The website now serves as a valuable resource for both new and returning visitors.

Tools and Skills Used

- Content creation and writing
- Blog and news article writing
- Collaborative project management

To explore our contributions to Baksheesh, we invite you to visit the Baksheesh Payment website and see how our content and writing have played a crucial role in reshaping their online presence and communications.

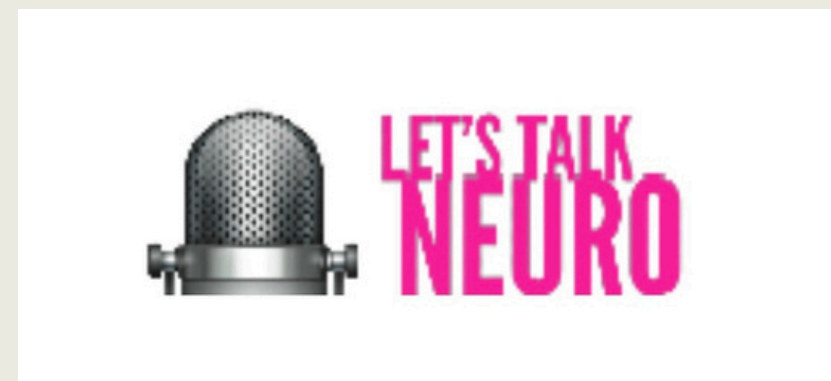


<https://www.baksheesh.io>

PUBLICATIONS

We had the privilege to provide content services to a wide range of businesses, from neuro massage therapy clinics, car dealerships, and entrepreneurs to beauty salons.

Our contributions have resulted in the publication of their content in both local and prestigious international newspapers, enhancing their visibility and influence.

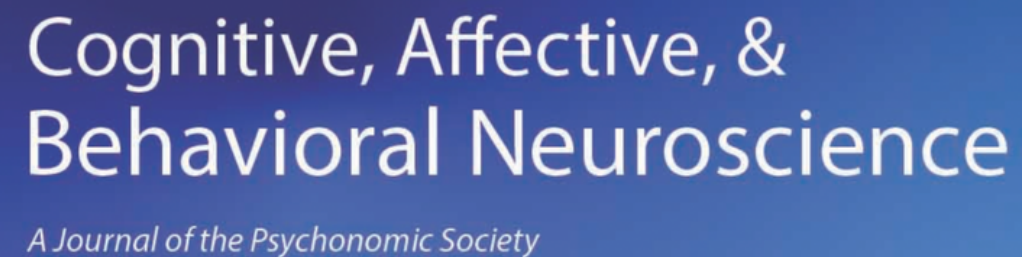


*If you'd like to access the online links to these publications, please feel free to reach out directly via email.

JOURNALS

We've assisted scientists and doctors in getting their research published in renowned international journals by editing and ensuring their manuscripts meet journal requirements.

All the papers we've worked on have been accepted to various publications, reflecting our commitment to delivering high-quality editing services.



*If you'd like to access the online links to these publications, please feel free to reach out directly via email.

WHAT OUR CLIENTS SAY?

An honest look into how we work...

I can't speak highly enough of Irena and the work she provided for me. I've used her a number of times and will continue using her in the future.

The work is always delivered on time and of super high quality.



Gemma Evans,
Neuro Massage, UK

Without a doubt, my favorite professional to work with. The work is always completed quickly, professionally and with care for my overall success. She has a client for life.



Steve Worthy,
Worthy Retail You, US

Absolutely outstanding communication, super fast delivery of my scientific paper of 17000 words. Heavily impressed, have a feeling even quite complex content didn't confuse the editor :) Thanks a lot, definitely will recommend further.



Mikhail Gordeev,
Henkel, Germany

*For additional client reviews, contact us directly or visit the public Fiverr profile page, <https://www.fiverr.com/siri09>, to read more.

GET IN TOUCH

To get in touch, please use the contact information below.

Email: sirieditor@gmail.com

Phone: +971 55 986 2575

Location: Dubai, UAE

Business Hours: Monday to Friday: 9:00 AM – 5:00 PM

Visit our website: www.siriediting.com

We strive to respond to all inquiries within 24 hours during business days.

Thank you for considering Siri Meticulous Editing for your content needs.
We're excited about the opportunity to assist you in creating and refining your content.

