

Aisha Patel

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SUMMARY

Results-driven Content Strategist with 5+ years of experience in developing and executing content strategies that enhance brand visibility and drive engagement. Proven track record in optimizing content for both SEO and user experience.

EXPERIENCE

Senior Content Strategist

Jan 2022 - Present

Tech Solutions Inc., San Francisco, CA

- Increased organic traffic by 60% in one year through strategic content planning and SEO optimization.
- Led a team of 5 in developing a content calendar that reduced production time by 30%, improving overall workflow.
- Utilized analytics tools to track content performance, resulting in a 25% increase in user engagement metrics.

Content Strategist

Jun 2019 - Dec 2021

Creative Agency, Los Angeles, CA

- Developed comprehensive content strategies for 15+ clients, leading to an average client revenue increase of 40%.
- Implemented A/B testing for content layout, improving click-through rates by 20%.
- Collaborated with design and UX teams to create user-focused content that enhanced the user journey.

Content Writer

Jan 2018 - May 2019

Digital Marketing Co., Los Angeles, CA

- Produced high-quality content for blogs and social media that increased audience engagement by 50%.
- Conducted keyword research and wrote SEO-friendly articles that ranked on the first page of Google for major keywords.

EDUCATION

Bachelor of Science in Marketing

May 2018

University of California, Berkeley, Berkeley, CA • GPA: 3.7

SKILLS

Technical Skills: SEO Optimization, Content Management Systems (CMS), Analytics & Reporting, User Experience (UX) Design

Tools & Frameworks: Google Analytics, Ahrefs, WordPress, Hootsuite