

Aisha Patel

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SUMMARY

Detail-oriented and creative content writer with a passion for storytelling and a strong background in digital marketing. Proven ability to create engaging content that drives traffic and enhances brand visibility.

EXPERIENCE

Content Intern

Jun 2022 - Present

Creative Agency LLC, Seattle, WA

- Developed over 20 blog posts and articles that increased website traffic by 30% within three months.
- Collaborated with the marketing team to create social media content, boosting engagement rates by 15%.
- Utilized SEO best practices to optimize content, resulting in a 25% increase in organic search visibility.

Freelance Content Writer

Jan 2021 - May 2022

Self-Employed, Remote

- Wrote SEO-optimized content for various clients, helping to improve their search engine rankings and online presence.
- Managed multiple projects simultaneously, consistently meeting deadlines and client expectations.
- Generated an average of 1,000 monthly views for client blogs through compelling storytelling and targeted content strategies.

Marketing Assistant

Sep 2019 - May 2020

University of Washington, Seattle, WA

- Assisted in crafting promotional content for university events, leading to a 20% increase in attendance.
- Conducted market research to identify audience preferences, informing content direction and strategy.
- Supported social media campaigns that grew followers by 10% during a single academic year.

EDUCATION

Bachelor of Arts in Communications

May 2021

University of Washington, Seattle, WA • GPA: 3.6

SKILLS

Technical Skills: Content Writing, SEO Optimization, Copywriting, Research Skills

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