

Aisha Patel

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SUMMARY

Mid-Level Content Strategist with over 5 years of experience in developing and implementing content strategies that enhance brand presence and engage target audiences. Proven track record in improving user engagement by 30% and driving organic traffic growth through SEO-driven content development.

EXPERIENCE

Content Strategist

Jan 2022 - Present

Tech Innovations Inc., San Francisco, CA

- Developed a comprehensive content strategy that increased website traffic by 40% within 6 months.
- Implemented a content calendar that improved team efficiency by reducing project turnaround time by 25%.
- Collaborated with cross-functional teams to create content that adheres to brand guidelines and resonates with target audiences.

Content Marketing Specialist

Mar 2019 - Dec 2021

Creative Solutions LLC, Austin, TX

- Produced and optimized over 150 blog posts that resulted in a 20% increase in lead generation.
- Utilized analytics tools (Google Analytics, SEMrush) to track content performance and inform strategy adjustments.
- Led a team of junior writers and conducted training sessions to enhance overall content quality and SEO understanding.

Junior Content Writer

Jun 2016 - Feb 2019

Digital World Agency, Los Angeles, CA

- Crafted compelling copy for various digital platforms, increasing client satisfaction scores by 15%.
- Assisted in the development of social media strategies that boosted engagement rates by 35%.
- Conducted keyword research and competitive analysis to support content development efforts.

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), Data Analytics, Copywriting

Tools & Frameworks: Google Analytics, SEMrush, WordPress, HubSpot