

Aisha Patel

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SUMMARY

Dedicated Mid Level Content Writer with over 5 years of experience in creating compelling and SEO-driven content. Proven track record of increasing organic traffic and enhancing brand visibility through strategic content development.

EXPERIENCE

Content Writer

Jan 2022 - Present

Tech Solutions Inc., Remote

- Increased website traffic by 40% within 6 months through targeted blog posts and SEO optimization.
- Developed content strategies that improved audience engagement by 25%, resulting in higher conversion rates.
- Managed a team of freelance writers, streamlining the content production process and reducing turnaround time by 15%.

Junior Content Writer

Jun 2019 - Dec 2021

Creative Marketing Agency, San Francisco, CA

- Authored over 100 articles and case studies that contributed to a 30% increase in client inquiries.
- Utilized Google Analytics to track content performance, driving data-informed adjustments to achieve better results.
- Collaborated with design and marketing teams to produce cohesive campaigns, enhancing brand storytelling.

Content Intern

Jan 2018 - May 2019

Global News Network, New York, NY

- Assisted in crafting daily news articles, improving writing speed and efficiency by 20%.
- Researched trending topics and audience interests to inform content creation, resulting in a 15% increase in readership.
- Contributed to social media strategies that boosted engagement rates across platforms by 50%.

EDUCATION

Bachelor of Science in Communications

May 2018

University of Texas at Austin, Austin, TX • GPA: 3.7

SKILLS

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

Tools & Frameworks: WordPress, Google Analytics, HubSpot, Adobe Creative Suite