

Amina Khan

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SUMMARY

Experienced Senior Level Content Strategist with over 8 years of expertise in developing content strategies that drive engagement and increase conversion rates. Proven ability to leverage data analytics to inform content decisions and enhance user experiences.

EXPERIENCE

Senior Content Strategist

Jan 2022 - Present

Tech Innovations LLC, San Francisco, CA

- Increased website traffic by 40% over 12 months through targeted content campaigns and SEO optimization.
- Led a content team to produce 100+ pieces of high-quality content quarterly, resulting in a 25% boost in lead generation.
- Implemented A/B testing strategies that improved email open rates by 15% and click-through rates by 20%.

Content Strategist

Jun 2018 - Dec 2021

Global Media Corp, New York, NY

- Developed a comprehensive content calendar that increased audience engagement by 30% year-over-year.
- Collaborated with cross-functional teams to create integrated marketing campaigns that generated \$500K in additional revenue.
- Utilized analytics tools to assess content performance, leading to strategic adjustments that reduced bounce rates by 18%.

Content Developer

Aug 2015 - May 2018

Creative Solutions Inc., Los Angeles, CA

- Produced engaging blog posts and articles that contributed to a 150% increase in social media shares.
- Assisted in the redesign of the company website, resulting in a 35% improvement in user retention.
- Worked with SEO tools like SEMrush to enhance content visibility, achieving top 3 rankings for 10+ key terms.

EDUCATION

Bachelor of Science in Marketing

May 2018

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

SKILLS

Technical Skills: Content Strategy, SEO Optimization, Data Analytics, A/B Testing

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