

Aisha Patel

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SUMMARY

Experienced Senior Content Writer with over 8 years of expertise in creating compelling content strategies that drive engagement and conversion. Proven track record in developing high-quality content that boosts SEO performance and enhances brand awareness.

EXPERIENCE

Senior Content Writer

Jan 2022 - Present

Tech Innovations Inc., San Francisco, CA

- Increased organic traffic by 45% in 6 months through targeted content strategy and SEO optimization.
- Developed and executed content campaigns that generated \$200,000 in additional revenue over 12 months.
- Mentored a team of 5 junior writers, improving their content quality and onboarding process.

Content Strategist

Jun 2019 - Dec 2021

Creative Solutions Agency, Los Angeles, CA

- Led content strategy for 20+ client projects, resulting in a 50% increase in client retention rates.
- Implemented a new content management system that reduced content approval times by 30%.
- Created shareable infographics and multimedia content that increased social media engagement by 60%.

Content Writer

Aug 2015 - May 2019

Global Marketing Group, New York, NY

- Produced high-quality articles and blogs that contributed to a 25% boost in website traffic.
- Collaborated with graphic designers to create visually appealing content, leading to a 15% increase in average time on page.
- Optimized over 100 existing articles for SEO, improving rankings and driving traffic growth.

EDUCATION

Bachelor of Science in Communications

May 2018

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

SKILLS

Technical Skills: SEO Optimization, Content Management Systems, Copywriting, Audience Analysis

Tools & Frameworks: WordPress, Google Analytics, Hootsuite