



STELLA

[VIDEO INTERVIEW](#)

EXPERTISE SKILLS

- SEO Content Writing & Strategy (8+ Years Experience)
- On-Page SEO Optimization (Meta, Headers, Internal Linking)
- Keyword Research & Search Intent Mapping
- Content Planning & Content Brief Development
- Content Editing, Proofreading & Publishing
- SEO Auditing (Content-Level)
- Competitor Analysis & SERP Research
- WordPress Content Management
- Performance Tracking (Google Analytics, GSC)
- Team Leadership & Writer Training
- AI-Assisted Content Creation (ChatGPT, Jasper, Claude)

TOOLS

- Microsoft Office 365
- Google Workspace
- Google Analytics
- Google Search Console
- SEMrush
- Ahrefs
- Screaming Frog
- Surfer SEO
- WordPress
- Shopify
- Yoast SEO
- RankMath
- Canva
- Jasper
- ChatGPT
- Claude AI

Results-driven Content Writer with 9+ years of experience in SEO content creation, technical writing, and digital publishing across multiple industries. Proven track record of leading content teams, executing data-driven SEO strategies, and producing optimized content that improves search rankings, organic traffic, and conversions. Brings strong expertise in keyword research, content optimization, and performance analytics, helping organizations build authority, enhance online visibility, and achieve sustainable content growth.

WORK EXPERIENCE

SENIOR SEO SPECIALIST

Get Claude | April 2024 – April 2026 (2 Years)

- Developed and implemented SEO strategies, conducted keyword and competitor research, managed analytics tools, created SEO reports, and led content optimization efforts across websites.

SEO CONTENT SPECIALIST & LEAD EDITOR

PC.Game | March 2020 – March 2025 (5 Years)

- Led on-page SEO optimization, conducted keyword research, created content briefs, optimized meta tags and internal linking, edited and published content via WordPress, and trained writers on SEO best practices.

TECHNICAL WRITER

Athority | October 2023 – April 2024 (7 Months)

- Wrote and optimized service pages and blogs, conducted content audits, and improved on-page SEO and internal linking strategies.

CONTENT WRITER

The Opisina | August 2019 – January 2020 (6 Months)

- Created blog and article content and conducted SEO research using keyword tools.

CONTENT WRITER

Infinity Writers | March 2017 – March 2018 & February 2020 – February 2022

- Produced SEO-optimized content across multiple industries, conducted competitor research, and implemented keyword strategies.

LOGISTICS ANALYST (AMAZON STORE)

RetailYouUp | January 2019 – May 2019 (5 Months)

- Managed inventory and logistics operations for an Amazon store.

CUSTOMER SERVICE REPRESENTATIVE/DISPATCHER

Buds and Cream High Trees Delivery | March 2018 – October 2018 (7 Months)

- Handled customer orders, coordinated deliveries, assigned tasks, and managed dispatch operations.

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