



JEZREEL

[VIDEO INTERVIEW](#)

EXPERTISE SKILLS

- Digital Marketing Strategy & Campaign Management (7+ Years Experience)
- Technical SEO & SEO Auditing (Crawling, Indexing, Performance Optimization)
- SEO Content Strategy & Copywriting
- Keyword Research & Search Intent Optimization
- On-Page & Off-Page SEO Optimization
- Email Marketing & Funnel Automation (A/B Testing, Nurture Campaigns)
- Social Media Strategy & Campaign Execution
- Landing Pages & Conversion Funnel Optimization
- AI-Assisted Content Creation & Automation (NLP, Machine Learning Basics)
- Data Analysis & Performance Reporting (GA, GSC)
- Lead Generation & Conversion Rate Optimization (CRO)
- WordPress Development & Website Optimization

Results-driven Digital Marketing Specialist with 7+ years of experience in SEO, content strategy, social media management, and email marketing across global markets. Proven track record of increasing organic traffic, boosting engagement by up to 50%, and improving search rankings by 35% through data-driven campaigns and technical optimization. Brings strong expertise in analytics, AI-driven content, and multi-channel marketing, helping organizations enhance brand visibility, optimize conversions, and achieve measurable business growth.

WORK EXPERIENCE

AI SPECIALIST – CONTENT PRODUCTION (PROJECT-BASED)

Brandt (Canada) | June 2024 – October 2024 (5 Months)

- Implemented AI-driven content workflows, optimized SEO readability using NLP, collaborated on data-driven strategies, and trained teams on AI tools to improve engagement and conversions.

TECHNICAL SEO SPECIALIST

JNA (USA) | March 2023 – May 2024 (1 Year, 3 Months)

- Conducted technical SEO audits, resolved crawl issues, improved page speed and mobile performance, and implemented structured data to enhance search rankings.

SENIOR COPYWRITER & EMAIL MARKETING SPECIALIST

Olly Olly (USA) | August 2021 – January 2023 (1 Year, 6 Months)

- Created SEO-optimized content, developed high-performing email campaigns, built WordPress sites, and led A/B testing strategies to increase engagement and conversions.

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TOOLS

- SEMrush
- Ahrefs
- Screaming Frog
- WordPress
- GoHighLevel
- Simplero CRM
- Mailchimp
- ClickFunnels
- Canva
- Filmora X
- Google Analytics
- Google Workspace
- Basecamp
- Slack
- Calendly
- Typeform

WORK EXPERIENCE

SOCIAL MEDIA MANAGER

J9 Casino & News (Singapore) | January 2022 – December 2022 (1 Year)

- Managed social media campaigns, increased engagement, and developed analytics-driven strategies to boost brand visibility.

EMAIL MARKETING SPECIALIST

TechTorque (Australia) | February 2020 – August 2022 (2 Years, 7 Months)

- Built email funnels, optimized campaigns, and improved customer retention and conversion rates.

DIGITAL MARKETING OFFICER

OLIVER (USA) | February 2020 – November 2022 (2 Years, 10 Months)

- Managed multi-channel campaigns (SEO, SEM, social, email), coordinated events, and optimized budgets for improved ROI.

ESL TEACHER

TeachCast (USA) | December 2020 – August 2021 (9 Months)

- Delivered English instruction and developed customized learning materials for diverse learners.

TECHNICAL WRITER

Datavity (Australia) | July 2019 – September 2020 (1 Year, 3 Months)

- Created technical documentation and collaborated with developers to ensure accuracy and clarity.

SEO WRITER

Latched Creatives Inc. (Canada) | December 2017 – January 2019 (1 Year, 2 Months)

- Produced SEO-optimized content, conducted keyword research, and implemented backlink strategies to improve search rankings.

