



KRISHEIL

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EXPERTISE SKILLS

- SEO Content Writing
- SEO Content Editing
- Content Strategy Development
- Content Calendar Management
- Keyword Research
- On-Page SEO Optimization
- Content Marketing
- Copywriting (B2B & B2C)
- Brand Messaging Strategy
- Social Media Marketing
- Email Marketing
- Podcast Content Development
- Podcast Guest Coordination
- YouTube SEO Optimization
- Backlink Outreach
- Guest Posting & Link Building
- Website Content Management
- Content Workflow Management
- Digital Analytics & Performance Tracking
- Website Auditing
- User Experience (UX) Optimization
- Press Release Writing
- Public Relations Content Creation
- Research & Topic Development
- Project Management
- Cross-Functional Collaboration

TOOLS

- SEMrush
- Google Search Console
- Mailchimp
- HubSpot
- LinkedIn Sales Navigator
- Meta Business Suite
- Hotjar
- Google Analytics
- WordPress
- Joomla
- Shopify
- Ahrefs
- Ubersuggest
- Canva
- Grammarly
- Google Docs
- StreamYard
- YouTube
- HARO
- Cision
- Response Source

Results-driven SEO Content Specialist with 10+ years of experience in SEO content writing, content strategy, copywriting, and digital marketing across B2B and B2C industries. Proven track record of creating high-converting, search-optimized content, developing multi-channel content strategies, improving online visibility through keyword research and SEO best practices, and leveraging analytics to drive audience engagement and business growth. Brings strong expertise in content planning, SEO optimization, email marketing, social media management, and CMS platforms, helping organizations strengthen brand authority, increase organic traffic, and achieve measurable marketing results.

WORK EXPERIENCE

FREELANCE CONTENT WRITER

Pro Website Creators | September 2025 – Present

- Conducts topic and keyword research, writes SEO-optimized articles, and manages content workflows to support search visibility and audience engagement across multiple projects.

CONTENT WRITING SPECIALIST

GigCMO | December 2023 – July 2025 (1 Year, 8 Months)

- Created and managed content calendars, produced SEO-focused B2B content, developed podcast and YouTube content, managed social media accounts, and supported email marketing and audience engagement initiatives.

CONTENT WRITING SPECIALIST

A Casa Mia | 2024 – 2025 (1 Year)

- Developed promotional copy for newsletters and email campaigns, managed social media strategy and execution, and created brand-aligned messaging to improve engagement and marketing performance.

CONTENT STRATEGIST

SearchEye | 2022 – 2023 (2 Years)

- Developed multi-channel content strategies to improve SEO performance, conducted backlink outreach campaigns, and secured guest posting opportunities across authoritative websites.

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WORK EXPERIENCE

COPYWRITER & SOCIAL MEDIA MANAGER

Pitch Marketing 2 Go | 2021 – 2023 (3 Years)

- Produced conversion-focused marketing copy and email campaigns while managing social media content and aligning messaging with broader marketing objectives.

PRESS RELEASE WRITER

Believe Advertising | 2020 – 2021 (2 Years)

- Wrote press releases, media summaries, and PR proposals to support brand awareness and public relations campaigns.

WEB CONTENT MANAGER

239 Web Services | 2018 – 2020 (3 Years)

- Managed client websites, conducted content and performance audits, implemented SEO strategies, and improved website usability and search performance.

COPYWRITER

Virtual Webmaster | 2018 – 2019 (2 Years)

- Developed website content and maintained consistent brand messaging across websites and social media channels.

EMARKETING MANAGER

Visisearch International | 2014 – 2017 (4 Years)

- Oversaw digital content and social media strategies, coordinated marketing campaigns, tracked performance metrics, and collaborated with teams to support business growth across multiple industries.

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