



MINSEY

[VIDEO INTERVIEW](#)

EXPERTISE SKILLS

- Content Writing
- Social Media Management
- Technical SEO
- SEO Auditing
- Google Search Console
- Keyword Research & Keyword Analysis
- Long-Tail Keyword Optimization
- On-Page SEO Optimization
- URL Structure Optimization
- Image Optimization
- Internal Linking Strategy
- Backlink Analysis & Link Building
- Website Speed Optimization
- Competitor Analysis
- User Experience (UX) Optimization
- Rich Snippets & Schema Markup
- XML Sitemap Optimization
- Google Business Profile Optimization
- Search Engine Marketing (SEM)
- Google Analytics
- Google Tag Manager

TOOLS

- Microsoft Office 365
- Google Workspace
- Shopify
- WordPress
- Slack
- Zoom
- Airtable
- Notion
- Monday.com
- ClickUp
- Asana
- Helium 10
- SEMrush
- Ahrefs
- Screaming Frog

Results-driven SEO Content Specialist with 3+ years of experience creating website content, blogs, and digital marketing materials that improve online visibility and brand engagement. Skilled in SEO content writing, social media management, and content strategy, with a proven ability to support SMEs in strengthening their online presence through consistent, high-quality content. Brings strong attention to detail, creativity, and collaboration to help organizations increase organic reach, enhance brand messaging, and drive measurable digital marketing results.

WORK EXPERIENCE

SEO CONTENT WRITER

Newfold Digital | September 2021 – Present (4 Years)

- Writes SEO-optimized website content, blogs, EDMs, and social media copy while supporting digital marketing teams with content requests and search-focused writing strategies.

SOCIAL MEDIA MANAGER/CONTENT CREATOR

Ensign Digital Marketing Agency | February 2019 – September 2023 (4 Years, 8 Months)

- Managed social media accounts for multiple SME clients by creating graphics and captions, scheduling posts, and maintaining engagement for both short-term and long-term clients.

CUSTOMER SERVICE REPRESENTATIVE

Accenture | November 2019 – May 2021 (1 Year, 7 Months)

- Provided telecommunications customer support for UK clients handling billing inquiries, account concerns, sales assistance, and technical support requests.

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