



ARIEL

[VIDEO INTERVIEW](#)

EXPERTISE SKILLS

- Content Writing & SEO Copywriting
- SEO Content Strategy & Optimization
- Technical SEO
- SEO Auditing
- Keyword Research & Search Intent Alignment
- Long-Tail Keyword Optimization
- On-Page SEO Optimization
- URL Structure & Metadata Optimization
- Internal Linking Strategy
- Competitor Analysis
- Rich Snippets & Schema Markup
- XML Sitemap Optimization
- Search Engine Marketing (SEM)

TOOLS

- Microsoft Office 365
- Google Workspace
- Google Analytics
- Google Search Console
- SEMrush/Ahrefs
- Screaming Frog
- Moz
- Ubersuggest
- SpyFu
- Majestic
- KWFinder
- AnswerThePublic
- Google Keyword Planner
- Google PageSpeed
- Bing Webmaster Tools
- BrightEdge
- Yoast SEO
- RankMath
- WordPress
- Wix
- Squarespace
- Elementor
- Gutenberg
- Figma
- Asana/ClickUp/Monday
- HTML/CSS/JavaScript/PHP

Results-driven SEO Content Specialist with experience creating high-performing, search-optimized content across SaaS, eCommerce, and B2B industries. Proven track record of developing SEO-driven blogs, email campaigns, and multi-channel content that improve organic visibility, audience engagement, and demand generation. Brings strong expertise in content strategy, keyword optimization, and cross-functional collaboration, helping organizations elevate brand presence, nurture audiences, and achieve measurable digital marketing results.

WORK EXPERIENCE

SEO CONTENT WRITER | DIGITAL MARKETING ASSISTANT

Rentvine | December 2024 – November 2025 (1 Year)

- Created SEO-driven blog content and supported B2B email campaigns while collaborating with marketing teams to align messaging and improve customer engagement.

SOCIAL MEDIA COPYWRITER & STRATEGIST

The Prop Trading Academy | May 2022 – November 2025 (3 Years, 7 Months)

- Led social media strategy, created high-converting marketing assets (sales pages, VSLs), and managed Facebook Ads campaigns to drive brand visibility and engagement.

SEO CONTENT WRITER

ZenMarket | July 2024 – November 2024 (5 Months)

- Produced SEO-optimized blog content and microblogs aligned with search intent to improve organic visibility and social engagement.

PODCAST COPYWRITER & CONTENT WRITER

The CMO Network | November 2023 – July 2024 (9 Months)

- Wrote podcast show notes, feature pages, and SEO articles while creating LinkedIn content to boost audience reach and engagement.

PODCAST COPYWRITER & CONTENT WRITER

Honest Marketing | May 2022 – September 2023 (1 Year, 5 Months)

- Produced SEO blog articles and podcast content for SaaS clients while applying keyword research and on-page optimization strategies.

ACADEMIC GHOSTWRITER

InkMyPapers | September 2021 – December 2021 (4 Months)

- Created research papers and academic content while designing methodologies aligned with client and institutional standards.

SCHOOL PRINCIPAL

Riverside College, Inc | June 2020 – August 2021 (1 Year, 3 Months)

- Managed school operations, implemented academic policies, and led marketing initiatives to support enrollment and institutional growth.

ASSISTANT SCHOOL PRINCIPAL | ENGLISH TEACHER

Riverside College, Inc | June 2015 – May 2020 (5 Years)

- Supervised faculty, developed curriculum, and delivered instruction in English and research subjects while supporting teacher development programs.

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