



MARIA

[VIDEO INTERVIEW](#)

EXPERTISE SKILLS

- Digital Marketing Strategy
- SEO Content Writing
- SEO Content Development
- Keyword Research
- On-Page SEO Optimization
- Content Marketing
- Content Editing & Proofreading
- Blog Writing
- Copywriting
- Social Media Management
- Social Media Content Creation
- Email Marketing
- Marketing Campaign Management
- Lead Generation
- Market Research & Competitor Analysis
- Content Publishing & CMS Management
- Website Content Optimization
- Performance Monitoring & Reporting
- Marketing Automation
- Graphic Design
- Video Editing
- Customer Service & Client Communication
- Sales & Business Development

TOOLS

- Adobe Photoshop
- Canva
- CapCut
- AI Tools (ChatGPT, Gemini, Claude, OpenAI)
- GoHighLevel (GHL)
- Salesforce
- Mailchimp
- Google Workspace
- Microsoft Office
- WordPress
- CMS Platforms

Results-driven Digital Marketing Specialist with 6+ years of experience in SEO content development, content marketing, social media management, and digital campaign execution. Proven track record of creating and optimizing high-performing content, executing data-driven marketing strategies, and improving search visibility, website traffic, and audience engagement across multiple digital channels. Brings strong expertise in SEO, content strategy, email marketing, social media marketing, and marketing analytics, helping organizations strengthen brand presence, generate qualified leads, and achieve measurable business growth.

WORK EXPERIENCE

MARKETING SPECIALIST (FREELANCE ROLE)

Optimified | October 2024 – Present

- Plans and executes marketing campaigns, manages content across digital channels, analyzes campaign performance, collaborates with cross-functional teams, and conducts market research to identify growth opportunities.

SEO CONTENT DEVELOPER

Booth & Partners | August 2024 – Present

- Creates and optimizes SEO-focused blogs and service pages, conducts keyword research, manages social media content, collaborates with SEO and marketing teams, and monitors content performance to improve search visibility and traffic.

MARKETING SPECIALIST

KMC | April 2024 – August 2024 (5 Months)

- Created, edited, and optimized written and multimedia content, analyzed content performance, and collaborated with internal teams to develop effective content strategies aligned with brand objectives.

SEO CONTENT WRITER

AmeeraTel | February 2022 – March 2024 (2 Years, 2 Months)

- Produced SEO-optimized marketing and technical content, created blog articles and website copy, conducted keyword research, published content through WordPress, performed proofreading and SEO optimization, and supported social media promotion efforts.

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WORK EXPERIENCE

CONTENT WRITER

Appshouse | May 2020 – September 2021 (1 Year, 5 Months)

- Developed marketing content, product descriptions, newsletters, email campaign materials, and keyword-focused blog posts while conducting industry research and collaborating with content managers.

SALES EXECUTIVE

FAPC | April 2019 – June 2020 (1 Year, 3 Months)

- Promoted automobile sales offerings, maintained customer pipelines, researched market pricing and competitors, and executed sales strategies to achieve business targets.

HOME-BASED ENGLISH AND IELTS TUTOR

SuperEnglish | April 2018 – March 2019 (1 Year)

- Designed and delivered English and IELTS learning programs, created instructional materials, and developed activities to improve students' reading, writing, and speaking skills.

CUSTOMER SERVICE CONSULTANT

Eperformax | August 2017 – March 2018 (8 Months)

- Provided customer support, resolved inquiries and complaints, delivered product guidance, and ensured positive customer experiences through effective communication and problem-solving.

