



PAULINE

[VIDEO INTERVIEW](#)

EXPERTISE SKILLS

- Content Writing & Copywriting (4 Years Experience)
- SEO Content Writing & Optimization
- Keyword Research & Search Intent Alignment
- On-Page SEO Optimization
- Content Strategy & Planning
- Conversion Copywriting
- Market Research & Competitor Analysis
- Content Editing & Proofreading
- Google Search Console (Basic)
- SEO Auditing (Basic)
- Social Media Content Writing
- Customer-Centric Content Development

TOOLS

- Microsoft Office 365
- Google Workspace
- Google Analytics
- Google Search Console
- SEMrush
- WordPress
- Trello
- Asana

Results-driven SEO Content Specialist with 3+ years of experience in copywriting, content writing, and SEO optimization across digital marketing and EdTech industries. Proven track record of creating research-driven, SEO-optimized content—including blogs, thought leadership articles, and social media copy—that enhances brand authority and drives organic traffic. Brings strong expertise in market research, buyer persona development, and conversion-focused content strategy, helping organizations improve search visibility, engage target audiences, and achieve measurable marketing outcomes.

WORK EXPERIENCE

SEO TECHNICAL COPYWRITER

Everise | August 2025 – December 2025 (5 Months)

- Created SEO-optimized thought leadership content, case studies, scripts, and social media materials to support marketing campaigns and strengthen brand authority.

CONTENT WRITING INTERN

Inknoe | January 2025 – July 2025 (7 Months)

- Wrote and edited SEO-aligned blogs for an EdTech company, ensuring quality, accuracy, and improved organic visibility.

COPYWRITER

Resume Target | December 2021 – April 2022 (5 Months)

- Developed resumes and cover letters by translating client experience into compelling professional narratives.

COPYWRITER

Made In (The Agency) | July 2021 – December 2021 (6 Months)

- Produced conversion-focused social media copy, conducted market research, built buyer personas, and optimized messaging to drive engagement and sales.

[CLICK HERE TO
VIEW MORE CANDIDATES](#)

[Click here to:
BOOK AN INTERVIEW](#)