



ANIKA TABASSUM

Content Manager with 6+ years of experience owning full content pipelines, SEO strategy, and cross-functional delivery

Blog Writing Portfolio: <https://nionta20.journoportfolio.com/>

LinkedIn: www.linkedin.com/in/anika-tabassum-1834681b7

My Profile

SEO/content professional with 6+ years of experience in SEO writing, blog writing, scriptwriting, and content operations. Experienced in content development, cross-functional collaboration, and tracking content performance through the full content pipeline. I have a passion for creative things and take pride in my ability to produce engaging content. I am highly motivated, self-driven, and always seeking to improve my skills. My dedication and talent make me an asset to any team, and I am eager to apply my skills to a challenging role.

Contact

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- nionta99@gmail.com

Experience

Elty

(June 2025 - Present)

Content Manager

- Managing a pipeline of 50-60 content pieces per month: idea → draft → review → publish via CMS.
- Produce SEO blog posts optimized for Google SERP with keyword research and search intent analysis.
- Write FAQs, help content, and other on-site copy.
- Monitored performance across 500+ published articles using Google Analytics and produce actionable reports on what's working and what's not.
- Worked with a team of 5 across design, product, and content
- Use AI tools effectively and intentionally as a core part of the content workflow.

Backspace International Ltd. (August 2023 - February 2024)

Scriptwriter & Storyteller (English)

- Wrote 10 scripts/month for YouTube channels with 750k+ subscribers
- Researching about the market.
- Writing 10 Blog posts/month.

DNS Software Ltd.

(February 2022 - April 2023)

Digital Content Operations Executive

- Directed digital marketing activity.
- Managed a content budget of BDT 50000.
- Led freelancers to deliver work on deadline and to quality standards.

AD Hostage

(July 2020 - November 2021)

Scriptwriter & Storyteller (English) - Remote Job During Student Life

- Wrote advertisement scripts
- Conducted market research.
- Supported visual storytelling for content production.

Probashi

(August 2019 - June 2020)

Content Creator (Bangla) - Part time Role During Student Life

- Created marketing campaign modules.
- Coordinated with the design team.
- Handled copywriting for content delivery.

Job-relevant Skills

- Content Management (CMS, content workflow, project management)
- SEO (SEO strategy, keyword research, search analysis)
- Writing (copywriting, blog writing, scriptwriting)
- Analytics (performance analytics)

Soft Skills

- Highly Organized
- Analytical Thinking
- Emotional Intelligence
- Research

Language



Education

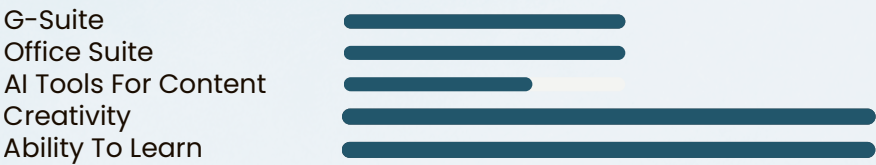
2020
MA in English Literature
Dhaka University

2019
BA in English Literature
Dhaka University

2014
HSC (Science)
New Govt Degree College, Rajshahi

2012
SSC (Science)
Prosadpur Girls High School

Tools



References

Julia Taskina
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