



Romaana Amir

Content Writer

✉ Writer's Portfolio

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in Romaana Amir

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📍 New Delhi, India

👤 PROFILE

I started my journey in the field of marketing ever since I was an undergrad student pursuing Psychology.

Starting off as a freelancer, I help clients, agencies, and corporates grow through Personal Branding, Social Media Marketing, Content Marketing - Content Writing and Copywriting, Research, Ghostwriting, Guest Blogging, Employer Branding, Publications and features, etc. Building for the better and the best such as yourself!

🎓 EDUCATION

B.A. Psychology Honors

University of Delhi (DU)

2019 Jun – present | India

Humanities/Arts

Aligarh Muslim University (AMU)

2017 Aug – 2019 Jun | India

📖 COURSES

Fundamentals of Digital Marketing ✍

Google

2021 Aug – 2021 Nov

SEO & Content Marketing ✍

Udemy

2021 May – 2021 Jul

Business Communication

Internshala

2020 Apr – 2021 May | India

Digital Marketing

Internshala

2021 Apr | India

Human Resource Management ✍

Udemy

2020 Jun – 2020 Aug | India

👛 PROFESSIONAL EXPERIENCE

Social Media Marketing

Sportifying India ✍

2022 Feb – present | India

- Designing campaign strategies and creatives on **Buffer** and **Hootsuite**, tracking tasks through **Trello**.
- Measuring and reporting on the performance of all **digital marketing campaigns**
- Social Media Marketing across Instagram, LinkedIn, Pinterest, Facebook
- Creating Content Calendars on content planning and social media strategy
- Confirming bookings on DMs, curating creatives for websites,

Content Writer

RNF Technologies ✍

2021 Sep – present | India

- Writing blogs on **Private Detectives and Forensic Psychology** under international client services for USA and UK clients
- Deploying **Google AdWords, Google Ads Keyword Planner, and Keyword Target Research** in creating Digital Web Content for lead generation
- Writing mainly for international clients for different domains such as **Artificial Intelligence, healthcare, telecom, IT, fashion, lifestyle, etc.**
- Pitching articles for **Guest Posting**, Social Bookmarking, Off-site & On-site blogging, **SEO Content Writing**, Copywriting, eBooks, Newsletters, brochures, & Social Media Marketing and Outreach - **40 blogs per month**
- Tracked daily **site ranking** and **CTR** through **SEMrush** and **Google Analytics** & increased **organic traffic** on the website
- **2500+ Words** Articles and Keywords Optimized Blogs per day

SKILLS

Leadership Skills	● ● ● ● ●
SEO Optimization <i>SEMRush, Google Adwords, SpyFu, Moz, etc.</i>	● ● ● ● ●
Digital Marketing	● ● ● ● ●
Research & Development	● ● ● ● ●
Cloud-based & Office Software Management	● ● ● ● ●

AWARDS

Top 100 Digital Influencer
<i>YourStory</i>
2020
Top 4 Teams in 1 Race 4 Ocean Global Challenge
<i>Enactus Global</i>
2021
Community Awards; Resilient Ecosystems
<i>MIT Solve</i>
2021
Literary Proctor
<i>Aligarh Muslim University</i>
2018

PUBLICATIONS

Project Palaash to Battle Water Pollution
<i>Down To Earth</i>
2021
Rise by Lifting Others, Project Utkarsh
<i>Impakter</i>
2021
Waste to livelihood: DU students collect flowers dumped in Yamuna River
<i>Times of India</i>
2020
Waste Side Story; Project Utkarsh
<i>The Hindu</i>
2020

Senior Content Writer (Full-Time Contract) BYLD

2021 Jun – present | India

- Researching and developing **SEO optimized content** related to **Industrial/Organizational Psychology: Performance Coaching, Executive Coaching, Psychometric Assessments, L&D Training, HR Payroll Services, Employee Management, Staff Augmentation, etc.**
- Coordinated with different teams to facilitate the process of creating suitable **infographics** by rendering **actionable feedback** and managing the content repository.
- Created **60+ blogs** and Backlinking.

Research & Copywriting Intern

Probo

2022 Jan – 2022 Feb | India

- Branding and Copywriting for Instagram, Twitter, and LinkedIn**
- Social Media Marketing
- Maintaining **content calendar** for topics based on cricket, finance, crypto, entertainment
- Researching on latest News and Trends in the country, managing social media **campaigns, branding, hashtags, etc.**

Social Media and Content Marketing

Rocket Tech

2021 Aug – 2021 Sep | India

- Creating content for **YouTube Description, Product Description, Facebook and Google Ads Copywriting, LinkedIn & Twitter Copywriting.**
- Managing Ad Campaign Content and Video Scripting
- Creating Content on Guest Posting, Articles, Email Content Marketing, Social Media and Blogs

Content Writer (Freelance)

Meru Accounting

2020 Apr – 2021 Sep | India

- Curated articles and blogs on **financial accounting and bookkeeping, payroll management, tax forms, etc.**

Content Writer (Full-Time Contract)

Boolment Software Development

2021 Jan – 2021 Mar | India

- SEO optimized content** for blogging on Travel and Tourism
- Researching Visas and passport requirements
- Created **120+ blogs** every month

Contributing Writer

Media Publication Houses

2020 Apr – 2021 | India

- Top 100 Digital Influencer on YourStory.com**
- Published success story articles on 16 renowned national and regional media channels such as The Hindu, Down to Earth, Times of India, New18, Amar Ujala, Indian Express, Impakter, etc.
- Interned with Hindustan Times Media (HT School)