

Rimsha Khalid

Digital Mareter/ Social
Media Manager/
Copywriter/ Content
Writer/ Top-Rated
Upwork Freelancer

Contact

Address

Rawalpindi, Pakistan 4600

Phone

03117443483

E-mail

rimshakhalid1002@gmail.co
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Skills

Communication and writing
skills

Revenue Generation

New Business Development

SEO proficiency

Social media activities

Email Marketing

Content marketing

Cold calling skills

Audience outreach

Content Development

Online marketing

Marketing strategy

Social media expert

Seasoned Digital Marketer, Social Media Manager, Copywriter and Content Manager with 5 years of experience. Accomplished in optimizing content and tapping into new marketing and branding opportunities. Proficient in managing reporting tools and analytics dashboards.

Work History

2022-10 -

Current

Digital Marketer

FloristStudio, Rawalpindi

- Managed marketing campaigns to cultivate brand awareness and drive website traffic.
- Masterminded highly successful digital strategies for various platforms to attract customer engagement.
- Prepare detailed campaign reports and digital marketing strategies, communicating key findings to senior management.
- Measured and report performance of all digital marketing campaigns, and assessed against ROI and KPIs.
- Analyzed competitor pages to locate backlink and keyword opportunities.

2021-04 -

2023-04

SEO Executive

JannahDesign, Manchester

- Created dynamic SEO strategies to exceed market competitors and meet client needs.
- Reviewed and optimized client sites to improve keyword targeting URL strategies, website architecture and content.
- Developed and implemented quality link-building strategies.
- Recommended changes to website architecture, content and linking to improve SEO positions for target keywords.
- Managed campaign expenses to stay on budget, estimating monthly costs and reconciling discrepancies.
- Performed in-depth analysis of new client sites.
- Completed keyword research to target clients based on keyword targeting.
- Utilized search engine optimization and emphasized importance of link building.

Web analytics

Project Management

Marketing communications expertise

Editing and review

Unique content creation

Team contribution

Social Media Content

Promotional marketing and advertising

Proofreading

Consistent brand messaging

2022-04 -
2023-04

- Worked with development team to properly implement SEO best practices on newly developed code.

SEO Executive

The Football Referee , Manchester

- Created dynamic SEO strategies to exceed market competitors and meet client needs.
- Recommended changes to website architecture, content and linking to improve SEO positions for target keywords.
- Completed keyword research to target clients based on keyword targeting.
- Worked with development team to properly implement SEO best practices on newly developed code.

2022-03 -
2023-01

Creative Content Writer

GA Solutions LLC

- Generating unique and compelling ideas for creative content that align with the brand's tone and messaging.
- Crafting engaging and attention-grabbing content, such as ad copy, slogans, and taglines, that effectively communicates the brand's message and resonates with the target audience.

2020-12 -
2022-12

Article Writer

EJET Sourcing , Shanghai

- Brainstormed with marketing department to determine new topics and stories.
- Completed thorough research into assigned topics.
- Organized material to research and complete writing tasks.
- Followed company policies and editorial guidelines to craft thorough, well-written content.
- Translated technical terminology and jargon into plain, clear language.
- Collaborated with team members on topic ideation to determine key buyer personas and goals.
- Conducted intake meetings with project managers to gather requirements and

understand unique needs.

2021-01 -
2022-12

Content Manager

SpeedForce Digital , Jeddah

- Assisted in creating and implementing user-friendly and SEO-driven content guidelines.
- Developed and managed content calendar to meet deadlines and engagement goals.
- Edited and proofread content for accuracy and readability.
- Utilized SEO techniques to optimize website content, improve search engine rankings, and increase traffic.

2022-02 -
2022-12

Digital Content Writer

Denver Web Design

- Developing content strategies that align with the overall marketing objectives and target audience.
- Conducting keyword research and optimizing content for search engines (SEO) to improve visibility and attract organic traffic.

2022-02 -
2022-12

Reviewer

Sorin

- Completed accurate and polished formatting in line with publishing standards prior to submission.
- Edited and proofread drafts of articles and other documents.
- Composed original written material for various types of publications and submitted for approval by supervisor, editor or publisher.

2022-02 -
2022-11

Technical Content Creator

01Hire, Islamabad

- Developed and maintained courteous and effective working relationships.
- Proven ability to learn quickly and adapt to new situations.
- Skilled at working independently and collaboratively in a team environment.

2021-10 -
2022-10

Product Descriptions Writer

Tijo Products

- Researching and understanding the product's

key features, benefits, and unique selling points.

- Creating engaging and persuasive product descriptions that appeal to the target audience and encourage sales.
- Conducting keyword research and incorporating relevant keywords and phrases to optimize the product description for search engines (SEO).
- Collaborating with other teams, such as marketing and design, to ensure that the product description aligns with the overall branding and marketing strategy.

2022-06 -
2022-09

Website Manager

Lemon Digital

- Created consistent structural input format to maintain site continuity by authoring and implementing best-practices for designers and content providers.
- Incorporated SEO techniques to verify maximal site exposure to search engine robots and crawlers.
- Coordinated with developers and designers to confirm websites are user-friendly, visually appealing and optimized for SEO.
- Utilized SEO techniques to optimize website content, improve search engine rankings, and increase traffic.

2021-10 -
2022-08

SEO Content Writer

ClixUP

- Completed thorough research into assigned topics.
- Formatted content to adhere to industry-specific style guides.
- Monitored competitor content to identify areas for improvement in client campaigns.
- Performed keyword research to optimize content for SEO.
- Crafted SEO-friendly content for websites and blog posts to increase organic traffic.

2022-06 -
2022-08

Recipe Writer

Celia Cooksey

- Developing innovative and imaginative content ideas that capture the attention of the target

audience and convey the desired message.

- Creating compelling, emotionally engaging content that tells a story and evokes a specific response from the reader, whether that's inspiration, humor, or a desire to take action.

2020-11 -
2022-06

Digital Content Manager

IStop Formation, Islamabad

- Collaborated with marketing and design teams to develop and plan site content, layout, and style.
- Approved, reviewed and edited content flowing to website.
- Conducted regular content audits to identify gaps and redundancies of content.
- Used content management system to analyze user engagement and website traffic metrics.
- Curated content across social media platforms, leveraging algorithm strategies to increase engagement.
- Conducted research and collaborated with subject matter experts to develop accurate content.
- Collaborated with designers and developers to deliver on-brand content in alignment with brand vision.
- Developed and managed content calendar to meet deadlines and engagement goals.
- Assisted in creating and implementing user-friendly and SEO-driven content guidelines.
- Developed strategies to optimize website content for search engine visibility.
- Edited and proofread content for accuracy and readability.
- Monitored website analytics and metrics to track content performance and identify areas of improvement.
- Utilized SEO techniques to optimize website content, improve search engine rankings, and increase traffic.

2022-01 -
2022-04

Social Media Manager

IStop Formation, Islamabad

- Increased customer engagement through social media.

- Monitored online presence of company's brand to engage with users and strengthen customer relationships.
- Analyzed and reported social media and online marketing campaign results.
- Developed marketing content such as blogs, promotional materials, and advertisements for social media.
- Collaborated with team members to develop creative campaigns for social media platforms.

2019-01 -
2022-01

Senior Content Writer

Zplus Services, Manchester

- Wrote and edited high-quality content and visually impactful programs under deadline pressure with exciting, captivating, and authentic approach.
- Completed thorough research into assigned topics.
- Provided writing support in fast-paced environment for variety of public-facing materials.
- Utilized exceptional writing, editing, and proofreading skills to produce engaging and error-free content.
- Performed keyword research to optimize content for SEO.
- Crafted SEO-friendly content for websites and blog posts to increase organic traffic.

2021-10 -
2021-12

OnPage SEO Executive

Whitenoise Media LTD

- Published content on Wordpress website using Yoast and AIO SEO plugins.
- Proofread and redefined the content according to the clients instructions.

2021-03 -
2021-06

Proofreader

Funko International AB

- Checked and corrected grammatical and spelling errors in diverse documents.
- Managed finished works and version edits for comprehensive record of each file.
- Followed established guidelines to maintain style quality and consistency in produced content.

- Researched content and grammatical issues to check accuracy of information.
- Compared assigned tasks to internal and external information databases for accuracy and plagiarism.

2020-03 -
2021-03

Technical Blog Writer

DaaSter, San Francisco

- Met with content editors to plan post subjects and publishing schedules.
- Researched creative topics to write, edit and create layouts for new articles and features.
- Published regular pieces company website.
- Implemented SEO strategies to optimize web content for search engines.
- Managed competing deadlines with efficiency.
- Used strong analytical and problem-solving skills to develop effective solutions for challenging situations.
- Worked well in a team setting, providing support and guidance.
- Excellent communication skills, both verbal and written.

2020-12 -
2021-03

Copywriter

SQ Social Strategies

- Wrote advertising copy for online content, adhering to employers' overarching brand identity and personality.
- Customized brand message to reach and capture target audience interest and drive engagement.
- Conducted research to identify audience demographics, incorporating collected data into future copy.
- Improved search result rankings with targeted SEO strategy.

2020-04 -
2020-10

SEO Content Writer

EjadPlus, Islamabad

- Performed keyword research to optimize content for SEO.
- Crafted SEO-friendly content for website and blog posts to increase organic traffic.
- Published website content and blogs on

2020-01 -
2020-09

Content Writer

ACE Money Transfer, Manchester

- Completed thorough research into assigned topics.
- Wrote and edited high-quality content and visually impactful programs under deadline pressure with exciting, captivating, and authentic approach.
- Provided writing support in fast-paced environment for variety of public-facing materials.
- Conducted interviews with subject matter experts to generate topics.
- Crafted SEO-friendly content for websites and blog posts to increase organic traffic.
- Performed keyword research to optimize content for SEO.

Education

2018-09 -
2022-09

BS: Biotechnology

*Fatima Jinnah Women University - Rawalpindi,
Pakistan*

Certifications

2020-06

Fundamentals of Digital Marketing/ Google Digital Garage

2020-07

Sponsored Ads Foundation/ Amazon

2021-08

Business and Technical Writing/ Udemy

2021-08

WordPress and SEO/ Udemy

2021-08

Blogging Masterclass/ Udemy

2022-02

Scientific Research Writing/ Multiomics

2021-09	Personal Branding
2022-08	Fundamentals of Social Media Advertising / Meta
2022-08	Social Media Management /Meta
2022-08	Introduction to Social Media Marketing/Meta
2022-08	Measure and Optimize Social Media Marketing Campaigns/ Meta
2022-08	Advertising with Meta/ Meta
2022-09	Canva