

Siya Rajan, MBA

Digital Marketing & Content Creation

CONTENT MARKETING EXPERIENCE

Content Writer | Roth Staffing Companies

March 2021 – Present

- Create copy for [blogs](#), emails, newsletters, video scripts, social media, brochures and other marketing copy for internal and external use
- Produce **engaging videos for social media platforms** like Instagram Reels and [TikTok](#)
- Collaborate with thought leaders and subject matter experts for researching and producing articles across all business lines
- Edit and proofread all content pertaining to the website, marketing materials and any client facing copy.

Content Marketing Manager | Trvl Porter

April 2020 – March 2021

- Design and manage content on all social media platforms with **analysis of key metrics** including growth, engagement and ROI on targeted ads
- Plan and schedule bi-weekly email marketing campaigns to segmented consumers
- Write and edit website copy including descriptions and blog posts that are **SEO optimized**
- **Strategize marketing content** for monthly brand campaigns and ads to highlight partnerships, specific brands, seasonal items and brand initiatives

Copy Editor & Proofreader | John Paul Mitchell Systems

August 2019 – April 2020

- Managed all copy related to JPMS including editing copy for their **10+ product lines** and globally launched product marketing materials
- Reviewed, edited and approved all **marketing, brand, and product copy** to ensure all materials are ready for launch
- Conducted ongoing research and brainstormed marketing ideas for new product launches

Digital Content Editor | Asia TV USA

March 2018 – March 2019

- Managed digital content for ZLiving.com with a focus on fitness and travel topics
- **Published 300+ SEO optimized articles** with top performance within my team
- Edited and re-wrote scripts for “The Teal Mango” short videos
- Entertainment host for “The Teal Mango” Facebook videos presenting Bollywood and Hollywood news bites that had **thousands of views**

PROFESSIONAL FREELANCER

As a professional freelancer, I have worked with several brands to help with the following activities generated towards marketing: social media platform management (Instagram, Pinterest, Facebook, etc.), blogging, email marketing campaigns, SEO articles, website development, marketing copywriting & influencer outreach.

Recent Projects:

- **Marketing Specialist | Sage Mind and Marketing**
(Content Marketing Solutions Agency)
- **Product Writer | Level Shoes**
(Designer shoes and accessories store in Dubai)

CONTACT

✉ siya.93@gmail.com

☎ (714) 305 - 4450

🌐 [siyarajan.com](#)

📷 @siyaalater

EDUCATION

Master's in Business Administration Chapman University, 2019

- Emphasis: Marketing
- Communications Writer for Chapman Magazine

Bachelor of Arts in Strategic and Corporate Communication Chapman University, 2015

- Minor: English
- Editor for Prowl Magazine
- Writer for The Panther Newspaper

SKILLS

- WordPress, Squarespace, HubSpot, Social Media Analytics, Google Analytics
- MailChimp, Buffer, Sprout Social, Cision, Canva and InDesign, Active Campaign
- Microsoft Office

LANGUAGES

- Fluent in English
- Fluent in Hindi
- Can read and write Arabic