

Diana Abdullah



SEO Content Writer with Corporate & Journalism Background

Seeking remote work opportunities

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<https://travel-pursuit.co.uk>

About Diana

Resourceful and passionate writer with **20+ years of experience** creating written content across various industries.

I began writing at a young age and have since built a successful career as a SEO Content Writer, producing content for magazines, newspapers, websites, social media, company profiles and videos.

I've worked with numerous **hospitality brands** such as Prime Plaza Hotels, Adiwana Bisma Ubud, Karma Kandara, private villas, villa management companies and real estate companies here in Bali. In my previous role as a Media Relations Manager, I managed media campaigns and copywriting for major brands including Samsung, Volvo, American Express, AMD, U Mobile, Unilever and more. I'm specialise in creating **SEO-optimised content** to improve Google rankings and enhance online visibility.

My recent projects include creating content for popular villas, resorts, hotels, restaurants, and spas in Bali, Raja Ampat, the UK, Europe and the Middle East. Currently, I serve as the News Editor for a UK-based travel trade company with founders in Dubai, and I also work as a freelance editor with **360Bali**.

Fluent in English and proficient with **marketing tools** like Google Workspace, HubSpot, Mailchimp, Canva, Elementor, and social media platforms, I'm a disciplined self-starter with a strong work ethic, attention to detail, and journalistic integrity. I thrive in fast-paced, self-directed environments and am confident in my ability to contribute to your team's success.

What I can help you with:

- Content writing
- Proofreading & editing
- Articles & Websites
- Email & Newsletters
- Press Releases & Speeches
- Blog Posts
- Canva
- Mailchimp
- Hubspot
- Elementor
- Captions for Instagram/Pinterest/Twitter/Facebook, etc

Skills & Strengths

- Self-driven, organised, with good time-management skills and a can-do attitude
- Strong ability to multi-task and stay focused in high-pressure situations
- Very communicative, open to feedback, and willing to learn
- Trustworthy and reliable, organised and efficient
- Ability to manage multiple priorities and meet or beat deadlines with no errors
- Adaptable, responsive & responsible
- Fluent English speaker and writer
- High attention to detail and meticulous, with a quality-driven approach

WORK EXPERIENCE

Travel Pursuit – London, UK (Remote Position)

News Editor & Content Writer (<https://travel-pursuit.co.uk>)

Sep 2020 - PRESENT

- Develop and publish 4-5 high-quality **news articles** per day
- Curate and edit **travel articles, blog posts and travel tips** for publication for the website travel-pursuit.co.uk
- Create and publish **daily email newsletters** for the travel trade
- Create **engaging content** in various formats (e.g. webstories, social media platforms, destination guides, ship guides, email newsletters, announcements, competitions, advertising copy, letters, website content and more)
- Implement **SEO strategies** to improve content visibility
- Utilise **content management systems** (CMS) for content creation and editing

Adiwana Bisma Ubud (Remote Position)

Preferred Content Writer

November 2024 – PRESENT

- Create engaging and informative blog posts that align with the brand's voice and target audience
- Develop detailed product listings, ensuring clear and persuasive descriptions that highlight key features and benefits
- Write and optimise website content, including landing pages, service descriptions, and about us sections

Real Estate Bali & Villa Kalimaya Seminyak (Remote Position)

Official Content Writer

August 2015 – 2020

- Write and publish blog posts focused on Bali's real estate market and villa lifestyle to attract potential clients and visibility
- Create engaging social media captions tailored to various platforms, ensuring alignment with brand voice and audience engagement
- Regularly update website content and optimise content for SEO including property listings, blog posts, and landing pages

Island Media Management (Remote Position)

SEO-Optimised Blog Writer

May 2018 – November 2024

- Research and write **SEO-optimised blog posts** for clients across various industries, including travel & tourism, food & beverages, diving & sailing, property & real estate, wildlife & marine life, sustainability, conservation and responsible travel
- Craft compelling and informative content backed by thorough research, ensuring it's optimised for discoverability and leaves a lasting impression
- Demonstrate versatility in writing styles and formats to suit different target audiences and industries
- Maintain a consistent voice and brand alignment for each brand

Baliplus Magazine – A Publication For The Tourism & Hospitality Industry

Chief News Editor & Content Writer

August 2015 – January 2019

- Leading the magazine's editorial direction, crafting engaging content and managing content calendars
 - Managed the magazine's entire content lifecycle from ideation to publication for print, website, email newsletters, and social media
 - Writing and overseeing the creation of daily articles, newsletters, social media posts, and review articles
 - Cultivated a strong online presence by developing and managing engaging social media content, driving audience growth and interaction
 - Maintained the highest editorial standards by meticulously fact-checking all content and ensuring its accuracy and journalistic integrity
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Current and Past Projects

- Alpha Hotel Management, Bali
- Duta Orchid Garden, Bali
- Fantasy Events Bali
- Freya Augustin - International Business Coach, Japan and the United States
- Flights Machine - Flight Deals, Salt Lake City, Utah, United States
- Island Media Management - Digital Marketing Agency, Bali and Jakarta
- Middleton Manning - PR Agency, Australia and Bali
- MPG Bali Visa Services
- PT Real Estate Bali
- Puri Asia - Villa Management, Bali
- Socialista Media - Digital Marketing Agency, Bali and Jakarta
- Silverton Audio - Audiobook Publisher, Oregon, United States
- Tlaga Singha - River Country Club, Ubud, Bali
- Villa Kalimaya, Seminyak, Bali
- Villa Berawa, Canggu, Bali
- Villa Shaya, Canggu, Bali
- Writer and Assistant to Andrea Dixon - Author and Editor, England & Australia

EDUCATION

Malaysia Institute of Integrative Media – Journalism & Integrative Media | 09/2003

SKILLS

- Microsoft Office – Word, Excel, Powerpoint
- Google Workspace
- Canva
- Mailchimp
- Wordpress
- Elementor
- Hubspot
- All Social Media Platforms - Instagram, Facebook, Pinterest, Twitter, etc

CERTIFICATIONS

Reuters Digital Journalism | 12/2023

IELTS - TOEFL | 07/2009 - Total score of 106 - Reading: 29/30 - Listening: 29/30 - Speaking: 23/30 - Writing: 25/30

British Council - Business English | 12/2004
