

Elise Dalli

Content Writer & Trend Analyst

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👤 Profile

- 6 years of agency experience writing strategic longform content.
- 10 years of academic and technical editing experience.

🌐 Languages

Maltese ● ● ● ● ●
English ● ● ● ● ●

📁 Professional Experience

10/2018 – present Malta	Copywriter, Researcher & SEO Expert <i>Switch Ltd</i> <ul style="list-style-type: none">• Crafted engaging content across social media, blogs, and magazines for diverse sectors like beauty, wellness, luxury, and sports, ensuring alignment with brand goals.• Conducted detailed research on marketing trends for both B2B and B2C industries such as technology, iGaming, fintech, and IT, providing deep insights.• Generated annual consumer behavior trend reports, incorporating case studies and current research to highlight marketing dynamics.• Established and managed a research database to support the creation of technical content based on the latest findings.• Wrote in-depth technical articles for the legal, financial, and tech sectors, demonstrating industry expertise.• Reviewed and refined marketing materials to maintain consistency with brand voice and identity guidelines.• Oversaw and fine-tuned marketing campaigns using Google Ad Manager to ensure optimal performance.• Created comprehensive quarterly reports on Google Ad campaign results, offering strategic recommendations for improvements.• Applied SEO techniques to improve the visibility of written content on web platforms and blogs.• Worked closely with designers and social media teams to develop content that meets strategic goals.• Prepared press releases for client new product launches and milestones, contributing to increased brand visibility.
2010 – present	Academic and Developmental Editor <i>Freelance</i> <ul style="list-style-type: none">• Refined a range of academic materials such as dissertations, theses, essays, and presentations, enhancing their quality and readability.• Partnered with authors to improve the clarity and coherence of their work, elevating the overall quality.• Enforced strict compliance with formatting guidelines and academic standards to uphold integrity and professionalism.
2018 – 2022 United Kingdom	Academic Editor <i>Proofmaster</i> <ul style="list-style-type: none">• Expanded academic content by providing additional information and references as needed.• Expanded academic content with additional information and references when necessary.• Rewrote content to enhance clarity and coherence.• Edited academic essays, ensuring reference accuracy and proper citation.• Proofread academic materials, correcting grammar, punctuation, and spelling errors.

Projects

SEO Achievements

- Increased brand awareness by 10% in a crowded market landscape.
- Successfully maintained a top-of-page rate of 74% within highly competitive sectors.

Blog Achievements

- Achieved increased brand awareness and a boost in sales through ongoing initiatives.
- Consistently secured a first-page Google ranking within the client's niche.

Skills

G-Suite Sheets, Slides, Docs	<div><div></div><div></div><div></div><div></div><div></div></div>	Microsoft Suite Microsoft Word, Excel	<div><div></div><div></div><div></div><div></div><div></div></div>
SERanking	<div><div></div><div></div><div></div><div></div><div></div></div>	Social Media LinkedIn, Facebook, Instagram, Tiktok, Twitter, Tumblr, Discord	<div><div></div><div></div><div></div><div></div><div></div></div>
Google Ad Manager	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>		
AhRefs	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	SEMRush	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>
WordPress	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	Backlinko	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>
Wix	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>	Canva	<div><div></div><div></div><div></div><div></div><div></div><div></div></div>

Education

2016 – 2019 United Kingdom	Diploma in Book & Paper Conservation <i>West Dean College</i>
2011 – 2014 Malta	Bachelor of Arts (Honours) in English <i>University of Malta</i>