

YASSINE UGAZU

CONTENT WRITER / MANAGER

Profile

I am a versatile content writer and manager with five years of experience working with B2B and B2C companies in a wide range of industries.

EXPERIENCE

CONTENT MANAGER

MASHVISOR

2021 - 2022

- Performed keyword research and selected blog topics
- Crafted content that helped move customers from the top of the funnel to the bottom
- Coached and managed a team of in-house writers and freelancers
- Worked closely with the head of marketing to establish and optimize Mashvisor's content strategy
- Monitored organic traffic and sales metrics in Google Analytics

CONTENT WRITER

MASHVISOR

2019 - 2021

- Created high-quality content that ranked 1st on Google
- Implemented on-page SEO strategies to improve rankings
- Created content that generated sales of over \$50,000

SEO CONTENT WRITER

FRACTL

2020 - 2021

- Wrote hundreds of blog posts for various clients, including fortune 500 companies.
- Collaborated with content managers and SEO specialists to develop pillar content and clusters

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 hcopywriting.com

EDUCATION

MASTER IN FINANCIAL ENGINEERING

National School Of Commerce And Management

2014 - 2016

SKILLS

- Content writing
- Content strategy
- On-page SEO
- Technical SEO
- Keyword research
- Advanced editing skills
- Ahrefs and SEMrush
- Google Analytics
- Google Docs and Microsoft Office
- Strong Communication