



RAIHANA FERDOUS CHOWDHURY TANIA

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CAREER OBJECTIVES

Delivering impactful digital content through data-informed strategies, creative storytelling, and SEO mastery. Experienced in global collaboration with cross-functional teams to elevate brand presence, drive organic traffic, and amplify audience engagement across platforms. Adept at transforming brand vision into high-performing content that ranks, resonates, and retains.

AREAS OF EXPERTISE

- SEO-driven content creation & optimization
- Creative and academic writing proficiency
- Social media strategy and campaign execution
- WordPress site management & content structuring
- Keyword research & on-page SEO implementation
- Cross-cultural brand storytelling & localization
- Digital marketing collaboration & coordination
- High-impact blog, script & web content development
- Organic traffic and user engagement growth
- Data-driven content performance analysis
- Remote team collaboration and workflow alignment
- Content ideation aligned with audience intent

PROFESSIONAL EXPERIENCES

Content Writer

Digimind360 | Dhaka, Bangladesh

May 2025 – January 2026

Freelance Content Writer

Ampli5 Digital Pvt. Ltd. | Ahmedabad, Gujarat

September 2024 – February 2025

- Crafted 100% plagiarism-free, SEO-optimized blogs, boosting organic traffic by 35% for key clients.
- Worked with marketing and design teams to align content with client goals, boosting engagement by 25%.
- Produced 50+ high-quality industry articles with 95% client satisfaction, strengthening brand authority.
- Boosted 15+ target keywords to Google's first page through strategic SEO optimization.

Creative Writer & Marketer

Fondi Inc | Ebisu, Shibuya Ward, Tokyo

July 2024 – October 2024

- Crafted engaging user-focused content that drove a 22% increase in app downloads in 3 months.
- Grew Fondi's X (Twitter) following by 40% with viral threads and data-driven storytelling.
- Drop a 35% engagement increase on LinkedIn and Instagram with globally appealing content.
- Boosted user retention by 15% by highlighting Fondi's unique benefits through compelling storytelling.

Blogger & Web Content Writer

The Moving Image | Kuala Lumpur, Malaysia

March 2021 – November 2023

- Created 150+ high-impact scripts and blogs, driving 60% more traffic and 40% longer sessions.
- Secured top 3 Google rankings for 30+ keywords through data-driven SEO research and audits.
- Boosted social engagement by 50%, gained 12K+ followers with compelling content.
- Boosted CTR by 25% on high-intent searches through strategic SEO keyword mapping.

Internship – Ghostwriter

- Wrote 20+ SEO-optimized articles that increased organic traffic by 30% during the internship.
- Produced data-driven long-form content with 100% accuracy, strengthening brand credibility.
- Ranked 8 articles on Google's first page within 3 months using on-page SEO best practices.
- Collaborated with editors to refine tone and style, achieving a 95% approval rate on first drafts.

ACADEMIC QUALIFICATIONS

- **BBA in Marketing** from the Independent University of Bangladesh, Ongoing
- **HSC in Business Studies** from Shahjalal Jamia Islamia School and College, Session: 2019 – 2021

TRAINING & CERTIFICATION

Certified Content Writer from CodersTrust Bangladesh, Dhaka

- Completed comprehensive training in SEO, creative writing, and digital content strategy.

Certified Content Writer from Lilac Education, Dhaka

Mentor: Sahed Ahmed

- Recognized for proficiency in crafting compelling, audience-focused content across diverse industries.

ACHIEVEMENTS

MVP Award

Fondi Inc. in 2024

- Honored for authoring the platform's most valuable and impactful article, recognized for its creativity, audience engagement, and alignment with brand vision. Selected among global contributors for excellence in content strategy and storytelling.

EXTRACURRICULAR ACTIVITIES

General Member

Business Club in 2022 – 2023

- Actively participated in club initiatives, events, and workshops focused on business strategy, entrepreneurship, and professional development. Contributed to team activities and supported event organization to promote a collaborative learning environment.

PERSONAL INFORMATION

- **Date of Birth:** 03rd January 2003 **Blood Group:** A+ (Ve)
- **NID No.:** 8728963292 **Permanent Address:** West Khulshi, Chittagong

LANGUAGES

- **Bengali** – Native **English** – Professionally Proficient **Urdu** – Professionally Fluent

REFERENCES

- **Nana Sulaiman**
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