

Jon Jilani

Multilingual Communications Specialist

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I am a practised writer, content strategist, SEO strategist and communications specialist with over a decade of experience helping organizations connect with audiences, establish themselves as thought leaders and elevate their profiles.

PROFESSIONAL EXPERIENCE

September 2024-October 2025

Content Marketing Specialist - Contract (Bilingual) Borrowell

I joined Borrowell on a 1-year, fixed-term contract while a team member was out on maternity leave. In this role, I oversaw all aspects of Borrowell's organic content. Beyond covering for my colleague in her absence, Borrowell also sought to harness my proven abilities to create compelling content that would help them to rank for keywords related to core product verticals, with a focus on credit cards. After overhauling their main credit cards page and writing or commissioning multiple credit card-related blog pieces, Borrowell now ranks for dozens of credit card-related keywords across all product categories represented in its Marketplace. In the wake of this success, I was tasked with assessing Borrowell's website for AI optimization, which is an ongoing project now proceeding based on the documentation I assembled. I also deployed my bilingual skills to help Borrowell determine how to brand its signature Credit Builder product when it rolled out in Quebec in the spring of 2025.

- Led a project to replace Borrowell's existing, uncategorized sitemap with a categorized sitemap to improve the SEO rankings of key pages and blog posts; carried out all preliminary research and worked closely with Engineering throughout the implementation and QA processes.
- Performed complex analyses of high-value landing pages, devised and implemented recommendations to improve their SEO performance and U/X
- Maintained the Borrowell website and update as necessary using Contentful CMS
- Maintained Borrowell's blog, The Well with general educational content and information on Borrowell's products
- Maintained Borrowell's social media presence on Instagram and Facebook with a mix of educational and partner content
- Translated English content to French as necessary

August 2021-September 2024

Bilingual Content Marketing and Communications Specialist

CORE SKILLS

Content creation
Content strategy
Editorial management
Expert-level writing
Storytelling
Ghostwriting
Content optimization
SEO writing
Marketing strategy
Campaign execution and analysis
Digital and social media marketing
Project management
Stakeholder management
Business development
Style guide development

WRITING EXPERIENCE

Blog articles
Long-form content
Proposals and pitches
Press releases
Advertisements
Social media copy (paid and organic)
Presentations and speeches
Creative writing
Customer stories/case studies
Sales collateral and brochures
Translation and localization
Language proficiency exams
Language education materials

Ratehub.ca

I started at Ratehub.ca as a Content Marketing Specialist, working primarily in English. My French language skills were quickly recognized, and my role expanded to include all new French-language content across the company's most high-traffic, high-conversion landing pages. I became increasingly involved in Ratehub.ca's media relations, first drafting press pitches in French, then moving on to pitching the French-language press in Quebec and elsewhere in Canada, building relationships with journalists, and briefing Ratehub.ca's spokespeople. This all resulted in Ratehub securing its first ever coverage in the French-language media in early 2022. I also became responsible for monitoring the SEO of Ratehub.ca's Mortgages business unit and providing regular analysis to important stakeholders.

- Performed complex analyses of high-value English and French landing pages, devise and implement recommendations to improve their SEO performance and U/X
- Expanded upon proven success in French media relations with incrementally more aggressive coverage targets.
- Created and translated content for multiple high-value landing pages in Ratehub.ca's Everyday Banking and Insurance business units
- Reviewed, edited and approved French translations done by junior staff members and freelancers
- Delivered monthly SEO reports to the Leadership Team
- Built English and French pages using the WordPress CMS

June 2017-August 2021

Freelance Communications Consultant

I worked with a range of organizations, institutions, and private individuals, with an emphasis on technology, venture capital and language education. In this capacity, I did everything from ghostwriting about the latest trends in technology to creating and editing language education materials.

- Served as the designated contract copy editor and copywriter for multiple clients in North America, Europe, and the Middle East
- Ghostwrote blog articles, social media posts, and long-form pieces for clients in the technology, retail and financial sectors

October 2019-March 2020

Advancement Communications Specialist (Contract)

TFS – Canada's International School

I was tasked with elevating and improving both annual and campaign-focused communications, most of which were bilingual (English/French). By the end of my tenure, TFS had raised more money than over any previous academic year in the school's history.

- Wrote appeals, donor impact reports, updates and other fundraising communications for print, electronic and social media
- Utilized knowledge of InDesign to design and produce reports
- Edited and proofread English and French communications pieces for both the Foundation and TFS's Marketing team

April 2012-June 2015

TECHNOLOGY

Microsoft Office Suite
WordPress
Contentful
Google AdWords
Google Analytics
Social Media: Facebook, Twitter, LinkedIn, Instagram
InDesign
Canva
Slack
WorkFront
MailChimp
Hootsuite
SharePoint
Looker

EDUCATION

Master of Arts, International Relations
received in 2002 from Boston University

Bachelor of Science, Communications
received in 2001 from Boston University

LANGUAGES (FLUENT)

English (native/bilingual)
French (native/bilingual)
Tajik (native)
Persian (Farsi/Dari)
Arabic
Pashto
Urdu/Hindi
Uzbek

Content Development Specialist

Language Testing International

I was initially hired to create content for language proficiency exams. Within a year, I was tasked first with establishing LTI as a thought leader by establishing relationships with professional blogs and industry publications. I was given the responsibility of maintaining LTI's websites, where I created, curated, and updated content as necessary, with a strong focus on SEO.

- Met and surpassed LTI's goal of having one content piece published monthly, oversaw the launch and publication of a monthly newsletter distributed through MultiView
- Oversaw and participated in content creation for language proficiency exams in English, French, Persian and Pashto

March 2011-January 2012

Editor and Project Manager

Scholastic

My role at Scholastic was to oversee a project called My Afghan Library, a multimillion-dollar joint effort by Scholastic and the United States government to provide Afghan primary schools with a 90-title library of fiction and non-fiction books translated into Persian and Pashto and culturally adapted for an Afghan audience.

- Supervised the work of 5 Kabul-based translators, entailing travel to Afghanistan and weekly status calls with our partner office in Kabul
- Created a trilingual Style Guide to establish standards
- Worked with educators to create a Teachers' Guide

2007-2011

Earlier Professional Experience

Proposals Writer at Sotheby's, New York