

NIDA ALEY

COPYWRITER/
MARKETING SPECIALIST

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EDUCATION

Master's - Advertising 2011
Bachelor's - Human Resource
Management 2001

PROGRAM EXPERTISE

- Figma
 - Canva
 - Final Draft
 - Microsoft Suite
 - Google Suite
 - Asana, Trello, Jira, GitHub
 - Slack, Teams
 - Articulate Storyline
 - Google Analytics, Ahrefs, SEM Rush
 - HubSpot, HootSuite, MailChimp
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CERTIFICATIONS

Short & Long Form Editing-2023
Digital Marketing-2024

SKILLS

- Creative Storytelling
- Editing & Proofreading
- Brand Creation & Development
- Digital Marketing
- HR Development/Management
- Agile/Scrum Training

PROFILE

My name is Nida Aley and I am a Creative Campaign Manager, Copywriter, Content Creator, Marketing Manager, and Editor with a career built on a passion for writing, content creation, and a dedication to effective communication.

MANAGEMENT EXPERIENCE

PROJECT MANAGER

New Patients Inc. 2023 - Present

Direct workflow management for a dental design agency. Serve as the key intermediary between designers and clients. Enhance project delivery speed by 30% through effective task delegation. Ensure design and copy accuracy before publication.

COPYWRITING MANAGER

Swit Technologies, Inc. 2021-2024

Oversaw proofreading and editing of junior writers' work. Cultivated a culture of quality and consistency in content creation. Collaborated with design and marketing teams to execute campaigns and strategies. Crafted diverse copy, including website content, newsletters, thought leadership blogs, PR pitches, social posts, and video scripts. Enhanced brand visibility through customer engagement.

CREATIVE MANAGER

Blitz Advertising Inc. 2016-2018

Oversaw a team of creative campaign experts. Led graphic artists and copywriters in executing cutting-edge 360 campaigns. Defined brand strategies for new and ongoing clients. Contributed a 20% boost in customer loyalty and a 12% increase in revenue growth.

WRITING/EDITING EXPERIENCE

Swit Technologies, Subtext, Taos News, Ranker, Medical Bound, Canyon News, ScreenRant 2019 - Present

Created engaging articles and blogs. Leveraged storytelling techniques to captivate audiences. Optimized content for SEO, resulting in a 30% increase in organic search traffic and a 25% rise in reader retention.

STRATEGIST / ANALYST EXPERIENCE

Blitz Advertising, Firebolt 63, Swit Technologies, New Patients Inc. 2016 - 2024

Combined analytical expertise with creative problem-solving to develop targeted campaigns, analyze performance metrics, and deliver insights that optimize marketing ROI.
