


# Emmanuel Robinson

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## Summary

I am a highly motivated MBA graduate and skilled SEO content writer. I am confident in my ability to develop and execute successful content strategies that drive traffic, engagement, and conversions.

- \* Proficient in SEO techniques, including keyword research, on-page optimization, and link building.
- \* Experienced in using WordPress and content management systems to publish and manage content.
- \* Skilled in creative writing, able to craft compelling headlines, calls to action, and storytelling that keeps readers engaged.

## Experience



### Content Writer

Pepper Content

Jan 2021 - Present (2 years 4 months)



### Content Writer

iVisa

Jul 2020 - Nov 2021 (1 year 5 months)

## Education



### LEAD COLLEGE OF MANAGEMENT

Master of Business Administration - MBA, Marketing & Tourism

2018 - 2020



### Fatima Mata National College, Kollam

Bachelor of Arts, Economics

2015 - 2018

## Licenses & Certifications



### Content Marketing - HubSpot

Issued Dec 2022 - Expires Jan 2025

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### Google digital unlocked - Google




### HTML fundamental course - Sololearn

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 **CSS fundamental course** - Sololearn  
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 **Digital marketing** - DigitalDeepak.com  
cert\_fh51nj7f

 **Content Marketing: Social Media** - LinkedIn

 **Email Marketing: Drip Campaigns** - LinkedIn

 **Online Marketing Foundations** - LinkedIn

 **SEO Foundations** - LinkedIn

 **Marketing on Instagram** - LinkedIn

 **Content Marketing Foundations** - LinkedIn

 **Social Media Marketing Foundations** - LinkedIn

## **Skills**

Web Content Writing • Copywriting • Digital Marketing • Microsoft Word • Marketing • Google Analytics • Google Ads • SEO Copywriting • Search Engine Optimization (SEO)