


Emmanuel Robinson

Kollam

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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

SEO Content Writer

AUDENTO DIGITAL

Dec 2021 - Present (1 year 6 months)

As an SEO Content Writer, I specialize in creating and executing strategies that drive traffic, generate leads, and increase conversions.

My approach to content marketing is grounded in data-driven insights and a deep understanding of the customer journey. I believe that great content should be tailored to the needs and interests of the target audience, and should be optimized to maximize engagement and ROI.

Skills: SEO Copywriting · Web Content Writing · Copywriting · Content Marketing · Web Content Optimization

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
#1014_9721107

 **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)