

Alanah Rydin

Content Manager

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📍 1234 Elm Street, New York, NY 10001

EDUCATION

Bachelor of Arts in English at Macalester College

Sep 2012 - May 2017

I've learned how to read and analyze texts, write essays, and do research.

LINKS

[linkedin.com/in/alanahrydin](https://www.linkedin.com/in/alanahrydin)

SKILLS

Writing

Editing

Proofreading

Researching

Project management

Time management

LANGUAGES

English

Arabic

HOBBIES

Listening to music

Watching movies

Reading books

PROFILE

As a Content Manager, I have over 5 years of experience developing and managing content for websites, social media platforms, and email marketing campaigns. I am an expert at creating engaging content that resonates with target audiences and drives conversions. My skills in project management, SEO optimization, and copywriting make me an invaluable asset to any organization looking to improve their online presence.

EMPLOYMENT HISTORY

● Content Manager at Adobe Experience Manager, MN

May 2022 - Present

- Wrote and published 30 blog posts per month on average, totaling 360 blog posts over the course of a year.
- Monitored website traffic statistics and created monthly reports detailing site visitors, page views, bounce rate, etc.
- Implemented an SEO strategy that resulted in a 20% increase in organic traffic to the website.
- Managed a team of 3 content writers and editors, assigning tasks and ensuring deadlines were met.
- Created various marketing collateral such as e-books, whitepapers, infographics, etc.

● Assistant Content Manager at Sitecore, MN

Aug 2017 - Apr 2022

- Wrote and published 12 blog posts per month, on average.
- Monitored website traffic using Google Analytics; increased web traffic by 15% over 3 months.
- Wrote and distributed 2 e-newsletters per week to subscribers.
- Managed social media accounts for the company; increased Twitter followers by 20% in 6 months.
- Assisted in creating a content strategy for the company website.

CERTIFICATES

Certified Content Manager (CCM)

Jan 2021

Certified Digital Content Manager (CDCM)

Apr 2019

MEMBERSHIPS

American Copy Editors Society

Content Marketing Institute