

BUSRA

COBAN

About Me

I am a creative and detail-oriented content writer. I have experience for crafting engaging blog posts, persuasive copy, and SEO-optimized content. I am also skilled at storytelling, audience research, and aligning brand voice with business goals.



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busraracoban@gmail.com



Torino / Italy

Language

- English (Advanced)
- Italian (Intermediate)
- Spanish (Beginner)

Expertise

- Google Analytics
- Grammarly
- Canva
- WordPress
- SQL
- Canva

Experience

SEO Content Writer 2024- 2025

- I developed SEO-optimized blog posts, and increased organic traffic by 30%.
- I created engaging social media captions and campaigns to increase user interaction.
- I collaborated with the marketing team to develop content strategies suitable to audience needs.

English Content Writer 2022 - 2024

- I created articles and guides targeted at English learners.
- I maintained a clear and consistent tone that aligns with the brand voice.
- I edited and proofread written materials for grammatical accuracy and readability.

Education

The University of Turin

Master's of Language Technologies and Digital Humanities
2023 -

Yıldız Technical University

Bachelor of Language and Technology
2016 - 2021

Skills Summary

Blog Writing & Storytelling

Copywriting &
Content Strategy

Research & Audience Analysis

Editing & Proofreading

Social Media Content Creation