

Nazia Farhana

Building a brand identity and online presence through content creation and management. Producing content using trends and analytics to formulate content strategies and launching optimized content. Planning, developing, implementing and managing using digital marketing SEO practices.

Fasih Residency, MVR Block,
JC Nagar, Bangalore
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EXPERIENCE

BYJU'S, Bangalore — Lead Content SEO – Digital Marketing

January 2019 - PRESENT

Research, plan, create and develop engaging content. On-page optimization Support Link-building strategies. Proficient in using SEO tools. Proper Keyword usage by identifying target audience and incorporating relevant keywords. Proofread and edit content to improve page ranking. Assist in developing SEO strategies to improve ranking and drive website traffic

Pearson, Bangalore — Academic Coordinator

Sept. 2016 - Sept. 2017

Accountable for CBSE curriculum – All academic requirements of CBSE schools handled. Respond to CCE queries. Assisted in exam curriculum creation for question paper framing designed by the Insight folks. Question paper reviewing, editing & proof-reading, content quality improvement. Assist with the annual & lesson planning. Data collection from My-pedia, coordinating between teams for inputs. Create worksheets and question papers for grades 11/12 Help with data collection / manipulation / visualization. Creation & implementation of assessments schedule

Ebenezer International School, Bangalore — Educator

Feb 2016 - April 2016

Oasis International School, Bangalore — Educator

May 2015 - Oct 2015

EDUCATION

HKBK College of Engineering, Bangalore — B.E (I.S)

Sept. 2010 - July 2014

Mount Carmel College, Bangalore — Pre University

2008 - 2010

SKILLS

SEO, SEO Marketing,
Content Marketing, SEM,
On page optimization,
Content lead, CRM,
Research & Analysis,
Competitor Analysis,
Keyword research

AWARDS

Best Performer at BYJU'S
for significantly
contributing Towards
Traffic Increase 2020.
Performer of the Month
2021. Recognition for
exceptional performance
– October 2022

LANGUAGES

English, Hindi, Kannada

Interests

Counseling, Volunteering,
Reading & Writing