

# **REKHA RAM LAL**

**Content Strategist | Digital Marketer**  
Oakville, ON - Canada

Contact No: +1 (647) 468-8353

Email: [rekharamlal19@gmail.com](mailto:rekharamlal19@gmail.com)

LinkedIn: <https://www.linkedin.com/in/rekha-ram-lal-05419b256/>

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## **PROFESSIONAL HIGHLIGHTS**

Experienced Content Strategist with a can-do approach, adept at developing and executing content strategies that align with business objectives and captivate target audiences. Skilled in crafting dynamic and engaging copy across various digital platforms, I specialize in creating content that resonates with customers and drives lead-generation initiatives. My expertise lies in generating unique ideas, research, content writing and editing, website optimization, email marketing, digital advertising, and search engine optimization (SEO). By leveraging these skills, I contribute to the success of businesses by creating impactful content that engages and converts customers. Driven by a relentless pursuit of excellence, I am poised to make a significant impact in content strategy and contribute to the success of businesses in the digital landscape.

## **PROFESSIONAL EXPERIENCE**

### **Techarea24**

Digital Marketing Specialist

**January 2020 – May 2023**

- Successfully drove a 30% surge in website traffic through the creation and delivery of original and captivating articles.
- Successfully boosted sales and conversion rates by leveraging organic marketing techniques, including the strategic use of LSI keywords and search engine optimization
- Build and execute hyperlink building strategy
- Improved search engine visibility through the implementation of SEO best practices, including strategic use of LSI keywords and addition of SEO-friendly headings, meta tags, URLs, and image alt tags to website content
- Crafted compelling content to generate high traffic, amplify brand exposure, and engage target audience; consistently achieving monthly KPIs and business goals.
- Created custom landing pages for multiple websites, such as About Us, Home Page, Services, and others, to optimize conversion rates and drive client success.
- Explored and evaluated competitor websites through Google analytics, uncovering valuable marketing insights and strategies for competitive advantage
- Managed project tasks and workflows using Asana, ensuring timely completion and effective communication among team members
- Contributed to the development and maintenance of a consistent visual identity across all digital platforms through effective collaboration with the marketing team
- Demonstrated ability to plan marketing strategies for B2B consumer goods with focus on any change in trends or consumer preferences

### **360training**

Digital Content Developer

**February 2022 – June 2023**

- Successfully developed a 10-hour modular course on occupational health and safety, showcasing expertise in integrating compelling audiovisual content, multimedia images, reference hyperlinks and assessments.
- Demonstrated proficiency in adhering to SCORM standards, effectively transforming course content into a format that supports interoperability and easy import across various learning management systems.
- Create appealing compliance-based training activities and compelling course content to be delivered virtually
- Collaborated with subject matter experts, product documentation teams, content developers, and project managers to develop curriculum and learning objectives, resulting in a 25% increase in learner engagement and satisfaction.

- Conducted training needs assessments through surveys and interviews to identify knowledge gaps and inform course development
- Integrated multimedia assets into the course learning management system, ensuring alignment with source scripts
- Designed and implemented assessment methods such as quizzes, activities, exercises, surveys, flashcards, and exams to enhance learning and measure training effectiveness
- Generated high-quality audio scripts using Amazon Polly to enhance the learning experience
- Collaborated with the quality assurance team to minimize errors in course content, resulting in a 90% reduction in reported issues and an overall improvement in course quality
- Conducted training needs analyses in collaboration with the Learning and Development team and stakeholders to identify gaps, strengths, and weaknesses
- Supported the development of cost-effective training solutions that meet established standards and objectives for employees.
- Ensured the learning management system (LMS) was up-to-date, user-friendly, and effectively utilized for training purposes, minimizing bugs
- Collaborate with QA department to assess performance gaps and errors in course modules, developing training programs that meet targeted goals
- Proficient in working with learning content management systems such as LCMS and Articulate 360.
- Utilized Zoom for remote team meetings, client presentations, and cross-functional collaborations
- Designed visually appealing social media graphics, infographics, and promotional materials using Canva

#### **CybertronLabs Pvt Ltd**

Creative Content Writer

**August 2021 - January 2022**

- Created high-quality content for websites, blogs, video scripts and social media platforms, resulting in a 30% increase in website engagement and social media followership
- Implemented SEO strategies, resulting in a 40% increase in organic traffic and a 20% improvement in search engine rankings for targeted keywords
- Created customized landing pages for ghostwriting websites, optimizing conversion rates and achieving successful outcomes for clients
- Authored informative and engaging comparison articles for prominent magazines, evaluating multiple products and providing valuable insights to readers.
- Conducted comprehensive keyword research using Ahrefs, UberSuggest, and SEMrush, optimizing website content and achieving a 25% increase in search engine rankings for targeted keywords
- Monitored website performance using Google Analytics and Google Search Console, leveraging data-driven insights for continuous improvement.
- Implemented on-page and off-page SEO techniques using Yoast SEO to enhance website visibility and attract organic traffic.
- Developed compelling job advertisements posted on various platforms, including the company's website, LinkedIn, and university job portals, resulting in a 20% increase in qualified candidate applications
- Engaged in social media marketing initiatives to promote the company's events, demonstrating proficiency in social media management and content promotion
- Collaborated with colleagues to develop training materials and conduct workshops on Zoom and Asana best practices

#### **EDUCATION**

##### **Bachelor of Dental Surgery**

Dow University of Health Sciences  
(2013-2018)

#### **CERTIFICATIONS and TRAININGS**

- **Content Marketing and Advertising**  
*Ministry of Information technology and Telecom*
- **Hoot suite Platform Certification**
- **Digital Marketing**  
*HubSpot*
- **Learning Content Management System**  
*360training.com*

## SOFTWARE PROFICIENCY

- Content Management Systems (CMS): Word Press
- Keyword Research: Uber Suggest, Ahrefs, SEMrush
- Project Management: Asana, Jira
- Graphic Design: Canva, Adobe Photoshop
- Search Engine Optimization (SEO): Yoast SEO
- Web Analytics: Google Analytics
- Webmaster Tools: Google Search Console
- Learning Management Systems (LMS): LCMS, Articulate 360
- Office Suite: Microsoft Office (Word, Excel, PowerPoint)
- Text-to-Speech: Amazon Polly
- Spreadsheets: Google Sheets
- Document Collaboration: Google Docs, SharePoint
- Time Tracking: Harvest, Timetrax
- Team Communication: Microsoft Teams, Zoom, Google Meets

## SKILLS

- Content creation, editing, and proofreading
- Image and video optimization
- Search engine optimization (On-page &Off-page SEO)
- Keyword research
- Competitive analysis
- Research and data analysis
- Content marketing
- Excellent written & verbal communication skills.
- Strong decision making and organizational skills.
- Multitasking and attention to detail
- Strong analytical and problem-solving skills
- Worked in fast paced environment with cross functional teams
- Project management