

Tazyeen Ghazal

CONTENT WRITER

8853964283| siriusb101@gmail.com

Skills

Market research, Research and Analytics, Search Engine Optimization (SEO), Copywriting, Web Content Writing, Creative Writing, Digital Marketing, Microsoft Excel, Microsoft Office, Microsoft Word, Tally ERP, Microsoft PowerPoint, Mass communication, journalism.

Wireframing, UX research, UX designing, Adobe XD, Adobe Illustrator, Sketch, Figma, Adobe Creative Suite, Marvel, Adobe Photoshop, CorelDRAW.

Tally ERP • Adobe Photoshop, CorelDRAW • Creative Writing • Problem solving • Management • Team work • Communication • Research (Quantitative analysis, Qualitative analysis, Statistics, SPSS, Research methodology, psychometrics)

Experience(2019-present)

- Content writer-BFC Capitals, BFC publications-2024-present, writing SEO-friendly blog posts for finance and publications, Market researcher.
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- Content writer-Talk4share, Counseling Platform 2023-2024 Play an active role in developing and vetting content like videos, articles, blogs, and others focusing on mental health care.
- Content Writer-Company: Psychologists Magazine, 2022-2023-Responsibilities: Created engaging and insightful content on various psychology topics. Bridged the gap between academic research and accessible, reader-friendly content.
- Content Writer (Psychology) Company: Digitalipsum: 2022-2023 Responsibilities: Conducted in depth research and analyzed data. Produced content that effectively communicated psychological concepts to a diverse audience.
- Community Manager Intern, Company NBLIK: July-August 2022, Responsibilities: Onboarded new members and fostered a sense of belonging within the community.
- Market Researcher, Company: Contezy: March-July 2022, Responsibilities: Contributed to market research initiatives. Provided valuable insights and analysis to inform strategic decisions.
- Freelance SEO Copywriter and Digital Marketing Specialist-Company: Drow Digital: 2018-2019. Responsibilities: Crafted compelling content and contributed to digital marketing strategies. Executed SEO-driven writing to enhance online visibility and engagement.
- Freelance Content Writer and Digital Marketing Specialist, Company: Bigforge Responsibilities, Engaged in freelance content writing and digital marketing initiatives. Produced high-quality content to meet diverse client needs.

Education

- **Aligarh Muslim University**
B.A(hons.) Psychology (English,Political science)
2018-2021 -First Division
- **Aligarh Muslim University**
M.A Applied Psychology(Mass communication,journalism)
2021-2023 -First division