

ROOHEEN KHAN

CONTENT WRITER

Jamshedpur, Jharkhand • +919279145724 • roohinkhan99@gmail.com • [linkedin.com/in/rooheen-k-8368231b9](https://www.linkedin.com/in/rooheen-k-8368231b9)

I am highly motivated and results-driven, eager to strive for excellence through my work. The ever-going flow of learning new things pushes me to take on challenging roles where I can utilize my exceptional skills. My out-of-the-box approach drove me to follow my passion for content writing and explore my background in copywriting, digital marketing, lead generation, and client management. I never constrain my enthusiasm to look out for change, be it positive or negative, knowing the difference will only help me move forward in my journey.

WORK EXPERIENCE

Content Writer | May 2023 – Present

- Conducted in-depth market research to identify emerging trends, consumer behaviors, and competitive landscapes.
- Developed and executed content strategies to enhance brand visibility and engage target audiences across multiple digital platforms.
- Conducted in-depth research to ensure accurate and up-to-date information in content pieces, while incorporating SEO best practices to improve search engine rankings.
- Collaborated with cross-functional teams, including designers and marketers, to create visually appealing and impactful content that aligned with brand guidelines.

Client Partnership | Sep 2022 – April 2023

- Cultivated strong relationships with clients, serving as their primary point of contact and ensuring their satisfaction with the services provided.
- Collaborated closely with clients to understand their goals and objectives, and developed tailored marketing strategies to meet their specific needs.
- Implemented data-driven digital marketing strategies across various channels, including social media, and email marketing.
- Conducted A/B testing and analyzed campaign metrics to refine strategies, increase conversion rates, and achieve campaign goals.
- Developed and executed lead generation campaigns, leveraging inbound and outbound marketing tactics.
- Utilized marketing automation tools and CRM systems to nurture leads and facilitate seamless handoff to the sales team.

Copywriter | May 2022 - Sep 2022

- Developed persuasive and targeted copy for diverse marketing materials, including websites, social media campaigns, and email newsletters.
- Crafted compelling headlines, taglines, and product descriptions to enhance brand positioning and drive customer engagement.
- Conducted thorough research to understand target audiences and created tailored messaging to resonate with their needs and preferences.

EDUCATION

Jamshedpur Women's University, Jamshedpur

MA — English, **2021 - 2023**

Kolhan University, Jamshedpur

BA — English, **2018 - 2021**

Activities and Societies: Event Management · Graphic Designing (Banners, Certificates, Invitations) · Photography

International Indian School, KSA

Class- 12, **2005 - 2017**

Activities and Societies: Event Management · Bharat's Guide · Interschool Basketball

SKILLS

TECHNICAL SKILLS

- **Marketing:** Campaign Management · Social Media Management · Content Strategy · Email Marketing · Omnichannel Marketing · Automation Software · A/B Testings.
- **Sales:** Client Relations · Outbound Marketing · Lead Generation · Multi-Channel Outreach, Relationship Building · Competitive Analysis · CRM Software Proficiency · Sales Analytics and Reporting.
- **Content:** Creative Writing · Artificial Intelligence (AI) · Market Analysis · Content Development · Market Research · Use Case Analysis · Content Strategy · Data Interpretation & Insights · Strong Writing & Communication.

SOFT SKILLS

- **Critical thinking & analytical skills:**
 - Proficient in analyzing complex information and data to extract valuable insights.
 - Demonstrated ability to question assumptions, identify patterns, and think critically to solve problems.
- **Leadership:**
 - Proven track record of effectively leading teams toward the achievement of goals and objectives.
 - Recognized for the ability to adapt to changing circumstances, manage conflicts, and drive organizational initiatives.
- **Problem-solving:**
 - Proven ability to analyze complex problems and develop innovative solutions.
 - Skilled in applying logical and structured approaches to break down problems into manageable components.

INTERESTS & HOBBIES

- Artificial Intelligence
- Exploring Cultural and Historical significances
- Reading Books (Historical Fiction & War Literature)
- Sports (Cycling, Basketball)
- Leisure Art & Craft

DECLARATION

I hereby declare that all the information provided above is true to the best of my knowledge.