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| Rami Shoula  Content Marketing Associate | |
| |  |  | | --- | --- | |  | Profile Experienced and driven Content Marketing Specialist with over six years of experience creating compelling content across multiple media platforms. A passion for detail oriented and creative writing, and the ability to adapt content messages for multiple audiences across multiple platforms. Accustomed to high level of responsibilities including creating content for a company's websites, infographics, webinars, videos, and articles. Passionate about delivering entertaining and captivating content with an unobstructed path toward achievement. |  |  |  | | --- | --- | |  | Employment HistoryContent Marketing Associate at Better Homes and Gardens, New York March 2013 — September 2019   * Produced compelling content for a variety of channels including editorial spreads, blog posts, facebook, email, and our website. * Analyzed past marketing initiatives and revamped the company's marketing efforts to keep readers and attract new ones. * Successfully restructured our online presence, giving it a fresh and new feel. * Aimed to provide readers with valuable information and valuable content. * Oversaw direct marketing trends that reached 100 million+ consumers.  Web Content Assistant at Better Homes and Gardens, New York April 2011 — February 2013   * Assisted Content Marketing Associates with all administrative duties associated with web content. * Contributed to brainstorming sessions involving the design, conception, and creation of new digital content. * Took to all social media platforms to disperse content and news. * Adapted communication style to the project goals and audience. * Constantly searched for new opportunities to engage new audiences. * Responded to feedback and worked in an entirely collaborative spirit. * Assisted with evaluating the impact of social media programs. |  |  |  | | --- | --- | |  | EducationBachelor of Communications, Fordham University, New York August 2008 — May 2012 High School Diploma, Marmount High School, New York September 2004 — May 2004 |  |  |  | | --- | --- | |  | ReferencesIvan James from Better Homes and Gardens [james@bhag.com](mailto:james@bhag.com) · 212-777-2681 Lenny Masterson from Better Homes and Gardens [masterson@bhag.com](mailto:masterson@bhag.com) · 212-777-0909 Karen Bulous from The Daily News [kboulos@dailyn.com](mailto:kboulos@dailyn.com) · 212-934-2323 |  |  |  | | --- | --- | |  | InternshipsEditorial Intern at The Daily News, New York September 2009 — April 2010   * Assisted Editors with web content, proofreading, and documentation. | | DetailsSkills  |  |  | | --- | --- | | Innovation | | |  |  |  |  |  | | --- | --- | | Creative Writing | | |  |  |  |  |  | | --- | --- | | Team Player | | |  |  |  |  |  | | --- | --- | | Multitasking | | |  |  | |